

# 10 WEIGHT LOSS MYTHS FOR BUSINESS EXECES

THE 10 MISTAKES  
BUSINESS PEOPLE  
MAKE IN LOSING  
WEIGHT.

*By Coach Dan Gordon: Independent Weight Loss Coach*

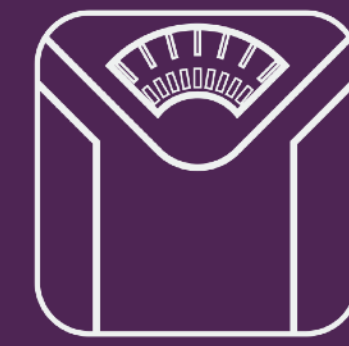
CLICK FOR BOOK  
IN CELL PHONE  
FORMAT

Copyright © 2022 Dan Gordon Enterprise, LLC. All Rights Reserved. | [dangordonenterprise.com](http://dangordonenterprise.com)



# Coach Dan Gordon

818-253-1018 - Voice & Text



Weight  
Loss  
Coach

I struggled with **obesity** all my life and it cost me a lot! Not only did I spend over **\$25,000** on diets and programs but I also missed out on many financial opportunities. The sad fact is, in business and in life, people just don't take you seriously when you're **obese**.

Then I found a program that **literally** changed my life. **Six months** later I had lost **60 pounds**. I couldn't believe it was **me!** But more than just the weight loss, I was finally **free** of my *food obsession*. It felt like a **miracle!**

Today, my business is more successful than ever and I'm living a healthy life. I still enjoy all the foods I love, but I no longer feel a **lust** for eating.

If you want to know more, **click** below to register for my **30 Minute Q&A Zoom** call. I'll answer *all* your questions about how this works.

Until then, I hope you enjoy my ebook!

[CLICK HERE TO LEARN HOW I LOST 60 LBS IN 6 MONTHS!](#)

CLICK FOR BOOK IN  
CELL PHONE FORMAT



Copyright © 2022 Dan  
Gordon Enterprise, LLC.

Page 1

# WEIGHT LOSS MYTH #1: CALORIES IN / CALORIES OUT

One of the **biggest** mistakes dieters have is believing that all calories burn the same way. *They do not!*

Your body does **not** process calories from a Snickers® bar the same way it processed calories from meat, fruit, or vegetables. Your body isn't just a tank. It is a *very complex machine*. The food you eat determines if your body is more likely to store or burn those calories.

On a diet of **healthy** foods, your body will burn those calories as fuel quickly and efficiently. For maximum weight loss, make sure that any diet you go on is filled with *healthy* choices!

---

# WEIGHT LOSS MYTH #2: FRUIT DOESN'T COUNT

Most dieters think they can **fill** themselves up with an apple, orange, or piece of watermelon without gaining weight. **WRONG!**

In truth, your body looks at the **sugar** in fruit in much the same way as the sugar in a candy bar. While it's true that natural sugars are *better* for you than processed sugars, to your body it's all **still** sugar.

Regardless of what your mother told you, eating fruit **can** keep you fat! So don't be surprised if a weight loss program does *not* have fruit on its food list. They likely provide the **same** nutrition in *non-sugared* options.



## WEIGHT LOSS MYTH #3: ALL VEGETABLES ARE THE SAME

Eating vegetables is a very important part of any weight loss program.

However, you may need to scratch some of your favorites **off** your list.

Corn, potatoes, green beans, and peas are all very **high** in starch content.

This means that they turn into *sugar* when you digest them.

You can also throw away all your Iceberg lettuce. It's a nutritional **zero!** If you want a salad, it should be with *dark leafy* vegetables like spinach or kale.

Your best bet for **healthy** veggies are cauliflower, broccoli, Brussel sprouts, asparagus, or *any* of the other stuff you left on your plate as a kid. **Low glycemic** vegetables are your best options.

---

## WEIGHT LOSS MYTH #4: EXERCISE IS A MUST

Yes, exercise is important but what's **more** important is the *amount* of healthy food you eat. Exercise will **never** overcome poor eating habits and high caloric intake.

I lost **60 pounds** in just **six months** with *minimal* exercise. My busy lifestyle prevented me from going to the gym, so my exercise was just an occasional stroll around my neighborhood.

Instead of exercising myself to death, I focused on a sensible and **healthy** eating program. Those healthy foods kept my hunger at a *minimum*. I was amazed and the **speed** and ease of my weight loss with so little exercise!



## WEIGHT LOSS MYTH #5: FAD DIETS DON'T WORK

Actually, most fad diets **do** work! Fad diets *trick* your body for short periods of time to lose weight quickly.

The biggest problem with fad diets is that they **don't** transform your thinking, attitude, and habits around **healthy** eating. This is a must to achieve *permanent* weight loss. The most successful diet programs are ones where you *learn* as you **burn**!

Quick weight-loss always results in quick weight gain. Most people gain back *all* their fad diet weight in a matter of months.

Instead, focus on the goal of living a **healthy** life and feeling good about your body.

---

## WEIGHT LOSS MYTH #6: DRINK GALLONS OF WATER

Many diets will instruct you to drink a **gallon** of water or more every day. They use *excessive* hydration because their plan is **junk**. You're *only* shedding pounds because of the **water** you're drinking, not because of their program.

While water intake is *important* in any weight loss program, **extreme** anything is not good for your body. Drinking that much also creates a **lot** of disruption with *frequent* visits to the bathroom!

The **best** weight loss programs will encourage you to drink around **64 ounces** of water in 16-20 ounce portions *four* times a day.



## WEIGHT LOSS MYTH #7: SUPPLEMENTS, PILLS, & OILS

Many diet programs are just **marketing** schemes, designed to trick you into buying lots of **worthless** pills, potions, and elixirs.

The **best** weight loss programs use food *alone* to fuel your body. Healthy foods contain **all** the nutrition you need. Moreover, *any* doctor will tell you that most supplements are passed through your urine **without** being absorbed.

The best way to take in nutrition is by eating food that is dense with healthy vitamins and minerals. Healthy **foods**, not pills, are best for slimming you down!

---

## WEIGHT LOSS MYTH #8: SLEEP DOESN'T MATTER

Sleep is the best *hidden* gem when it comes to **speedy** weight loss. In losing **60 pounds** in **six months**, I was *amazed* to discover that the more sleep I got, the **faster** my body released the extra weight.

Most diet programs don't push you to get more **sleep** because they can't **sell** sleep to you.

Getting seven to eight hours of sleep reduces your *stress* levels. It allows your body to be at *ease*. When you are calm and well-rested, your body doesn't feel the need to hold on to extra **fat** storage for emergency energy.



# WEIGHT LOSS MYTH #9: IT'S ALL ABOUT WILLPOWER

**Nothing** could be further from the truth! Obesity isn't due to a lack of willpower. It's due to **stress** and emotional *overwhelm*.

Most overweight people use food in the same alcoholics use drinking. Food is a tool of **soothing** for us. We turn to it when life gets *difficult*.

This is why we can often feel baffled by our own behavior. After a *massive* food binge, we often wonder *why* we ate so much. The sad fact is, when it comes to **releasing** stress, food works *every* time. That's why we keep going back to it.

Your weight has **nothing** to do with your *willpower*. It has *everything* to do with exploring the ways you **use** food and the role that food plays in your life.

---

*"Obesity* **isn't due to a lack of willpower. It's due to stress and emotional overwhelm."**



# WEIGHT LOSS MYTH #10: **WEIGHT LOSS IS BIOLOGY, NOT PSYCHOLOGY**

In fact, the **opposite** is true! Any *successful* weight loss program **must** include the exploration of your *emotional* triggers to eating. Simply providing you with a list of healthy foods to eat is not enough!

So **few** weight loss programs delve into these important issues because of how the weight loss *industry* works in America.

The truth is, most weight loss systems **secretly** hope you'll put *all* your weight back on after you take it off. They want you as a **repeat** customer. It's bad for **business** if you lose weight permanently.

Any weight loss program you choose **must** include a *deep dive* into examining what's **causing** you to return to food over and over again. This healthy exploration of your thoughts and *feelings* is critical to your permanent weight loss **success**.

Finally, make sure your weight loss program includes *free* **one-on-one coaching**. Your coach should be someone who has *successfully* been through the program and can effectively guide you through it. They should help you gain new **knowledge** of your body and mind when it comes to weight loss.





# 10 BIG WEIGHT LOSS MYTHS & MISTAKES

# YES!

You can experience  
massive weight loss!  
I'm *living* proof!



Let me share with you how I lost **60 lbs. in just 6 months** and changed my entire outlook on health and eating.

It's been a *miracle* for me. It can be a *miracle* for **you** too!

Please click the button below to register for my next **30 Minute Q&A Zoom** call any Tuesday evening or just text the word **THIN** to my phone, [213.409.8366](tel:2134098366).

Thanks for taking the time to read my ebook. I hope it was helpful, and I hope to see you on the next **Q&A Call**.

*Kind Regards,*

CLICK HERE TO REGISTER  
FOR MY 30 MINUTE Q&A  
ZOOM CALL.



**Coach Dan Gordon**

818-253-1018 - Voice & Text



An Independent  
Weight Loss Coach

