

# ***Obliterate Obesity***

*Unity is the Key!*



By Scott Tousignant, BHK, CFC  
[www.FatLossQuickie.com](http://www.FatLossQuickie.com)

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## Acknowledgements

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# **The Obliterate Obesity Report**

## *Your Impact on the Health of the World*

The media and health researchers are painting a gloom picture of the future health of our society. They say that by 2015 three quarters of North America will be obese. But they forgot to add something into that calculation...

...My headstrong attitude and passion. There is no way that I'm going to let their predictions come true!

I'm on a mission to obliterate the rising obesity trend and wipe it from the face of the planet. In fact, I believe with every ounce of my being that this is my destiny. It's what drives me from the moment the alarm goes off in the morning. It has my complete focus throughout the day and often occupies my dreams.

I've been in the fitness industry for over a decade. It's been my passion to study the human body, the psychology of why we behave certain ways, and to use this education in combination with my experiences to help people create a healthy physique and live in optimal health.

If you've ever experienced what it's like to live out your passion, you'll understand when I say that it's like a drum beating in perfect rhythm. Each step that you take flows with purpose and meaning. Lately that drum has been beating louder and faster. It reminds me of the movie, "Jumanji." It means that I'm getting closer to the solution.

It all started on a cold winter morning walk while I was listening to the [Fat Loss Quickie](#) motivational audio with Jon Benson. Jon mentioned that he needed something much bigger than himself in order to discard all that unwanted fat from his body. It had to be more than just eating better to feel better and be healthier. This discovery led to Jon's incredible transformation from being obese to incredibly ripped.

## What's Your Destiny?

This was about the 20<sup>th</sup> time that I listened to the interview but there was something different this time. One word that Jon mentioned rang repeatedly in my head: **"DESTINY"**

Since that day I've been doing a lot of soul searching to understand my destiny and to discover the **legacy** that I want to leave behind. Immediately I knew that it was my destiny to obliterate obesity.

I had finally found my powerful 'why' in life. My passion has reached an entirely new level. Now that I found my 'what' and 'why', the next step was to think of what it was going to take to achieve this goal.

### The Current Approach to Fat Loss

I believe that most of the answers to fat loss are right in front of our face. There are countless books and programs on diet and exercise and many of them are incredibly effective. I've used many of them with great success. But nutrition, resistance training, and cardio are just a part of the overall solution as I'm sure you already know.

There are many books and programs on sport psychology and how to create a **powerful mindset** that takes you beyond temporary motivation as you drive towards your fat loss goals. This is a HUGE component to the success of your program and the main reason why I created [Fat Loss Quickie](#).

Next, Tom Venuto reported on **The Fifth Element** of fat loss, which is social support. This puzzle piece definitely has a tremendous impact on the success of your fat loss program and it's one that I've personally reaped the benefits and rewards from.

Yet still, I felt as though something was missing. In order to obliterate obesity we had to take matters to a whole new level. So the soul searching continued...

As time went on I realized that I was only thinking about myself and what I could do as an individual. I've written 2 books on fat loss and created a fat loss audio program and my original thoughts were to just

try to get as many people following my programs as possible and do everything in my power to ensure their success.

## **A Call for Help**

I plan on building an army of optimally healthy individuals. I set a goal of helping 1,000 people achieve optimal health by December 31<sup>st</sup> 2009. The example of these successful individuals would provide a model for others to follow and by December 31<sup>st</sup> 2010 our army of optimal health achieving individuals would grow to 10,000. By December 31<sup>st</sup> 2011 we will reach 100,000. The ultimate goal is to reverse the obesity trend by 2015.

This took the focus off of me and made my goal much bigger than myself. Now I needed to call upon the help of others to spread my message. I announced my goal and vision in my support communities and I called upon their help. Without hesitation they were on board with great enthusiasm.

I finally felt that I was on to something. But I still couldn't quite put my finger on it.

Every dream can use a little fine-tuning to make the ultimate vision crystal clear. In most cases it takes some external guidance to really draw out all the incredible details of your goal.

## **My Cover Story Vision**

I recently received this guidance from one of my mentors, Stephen Pierce. Stephen put me through an awesome exercise, which harnessed my focus and created clarity. The exercise was called, "My Cover Story Vision".

First I had to decide on what magazine cover I would like my picture and story to appear on. Then I had to come up with headlines and sidebar headings for the story. Also included were quotes from people of power as well as pictures, which demonstrated the power of accomplishing this goal.

Here's what I came up with...

**Featured Magazine:**  
Oprah's "O" magazine.

**Big Headline:**  
Obesity Obliterated

**Sidebar headings:**

- They said that it couldn't be done
- 100,000 people achieve optimal health
- 1 man's destiny to reverse the obesity trend becomes a reality
- Plus several success stories

**A quote from Oprah:**

"Everyone thought that three quarters of the population was going to be obese by 2015... Scott proved them wrong!"

**Pictures:**

- Arial view of 100,000 people who transformed their body and life.
- Before and After Pictures
- Map of the world indicating where the changes are taking place.

This simple exercise made my dream feel so real. Plus it fired me up and made me realize just how big and incredible this goal is. I learned a lot from Stephen during this visit. More than anything, he taught me to ask lots of questions and that's what I began to do.

## **Asking the Right Questions**

As I was sitting in the airport I began to write out a list of questions to myself and to my fellow readers and obesity obliterated. The questions were flowing out of me and stirring up emotions and excitement...

- Are you ready to obliterate obesity?
- Are you ready to change the world?
- Are you ready to do your part to reverse the obesity trend?
- Are you ready to go down in the history books?
- What's your destiny?
- What's your legacy going to be?
- Are you afraid to dream big?
- Are you ready to ignite your passion?
- Are you ready to make a positive impact on the world?
- Are you ready to Unite and change the world?

***Unity is the key to fat loss!***

I couldn't believe what I just wrote. One word just jumped out at me...

## **UNITY!**

The drums in my head began beating rapidly with incredible base and then...

Boom! It hit me like a ton of bricks. Unity was a word that Stephen had planted in my head during my weekend stay with him and just now did the power of this word bring on a whole new meaning.

## **Unity Is the Key to Fat Loss**

I believe that the component of 'UNITY' has been overlooked when it comes to fat loss success. Unity has the power to make all the other components of fat loss fall into place.

I began to think of how so many couch potatoes are willing to get off their butts and walk 60 miles over a 3 day period in an effort to raise money and beat breast cancer. If a doctor told them that their weight problem was going to shorten their own lifespan it probably wouldn't be enough to get them to exercise. But this greater cause that brings so many people together was the trigger to get them moving.

You see it's no longer about personal weight loss. It's something much larger than that. The focus has been taken off of you as the individual and now you realize that **you play a role in a greater cause.**

You feel great about yourself because you are making a difference. You feel like you are part of a **team**. You feel like your efforts now have a **purpose** and you are **passionate about the cause.**

## **The Impact of Uniting For a Greater Purpose**

It's one thing to place a donation over the phone, but it's a completely different matter when you participate in an activity with thousands of people towards a major cause. The donation over the phone may make you feel good for a moment, but walking 60 miles with other like minded individuals for a common goal will impact you on a level deeper than anything else ever could.

The impact of 100,000 individuals placing donations over the phone is great. The impact of 100,000 individuals uniting together to walk 60 miles can shake the ground beneath you and be felt across the world. It's a case of "The whole is greater than the sum of the parts."

***Unity for a great purpose can make an ordinary person accomplish extraordinary things!***

When you get wrapped up in a greater purpose or mission it's amazing how you forget about the aches and pains that you may be experiencing and time seems to fly by. You don't hear anyone saying, "Are we done yet?" You take on the challenge knowing that you will complete it.

## **Respect**

If you've ever participated in an event for a cause you would have noticed that there's a great deal of respect that everyone has for each other. Everyone shares similar values and beliefs.

Not too often will someone approach you after your workout and say, "Wow, I respect you for your efforts in the gym today. Thanks for making a difference in the world." Instead, guys look at each other and think, "Is that all he's lifting? I've got more muscle than him." Women act a bit different. When they see a friend that's eating well and losing weight they try to sabotage them by saying, "Is that all you're eating? Come on, we're all eating ice cream and pizza."

It's important that you realize that you truly are making a difference in the world. You are leading by example. But, you have to let your example shine to the world. You have to share the impact that improved health has played throughout your entire life.

I would love to see more encouragement in the gyms. I think **we should all be giving each other High 5's** when we pass by and congratulating each other on playing a role in obliterating obesity. Everyone should feel a sense of pride when they walk into the gym, knowing that you are making a difference in the world.

In addition to the High 5's we should also be expressing gratitude to each other. **I'm grateful for everyone who places their health as a priority in their life.** One of the reasons for my gratitude is that you are one more role model for my children to look up to. Kids only listen to their parents so much, but when they see other people doing the same thing they are more likely to respect your actions.

## **Uniting For a Cause Does Not Have a 12 Week Deadline**

One of the major benefits of uniting for a cause, such as obliterating obesity, is the fact that there is no short-term deadline. It's a continuous process that builds momentum as time goes by. It's about growing as a person each and every day. It's not about being perfect all the time. It forces you to look at the big picture and it takes the pressure off of the immediate results.

I believe that this outlook will eliminate the quick fix mentality. Obesity is not going to be obliterated over night. Going on a crash diet is not going to solve the obesity problem. Trying to workout for several hours seven days a week is not going to solve the obesity problem.

## **It's about Beliefs**

Uniting for a cause has a lot to do with beliefs. You believe that your efforts are for the greater good. You are willing to do the extraordinary in order to achieve success for the cause. You are passionate about spreading the word and getting other people involved.

It's a lot like religion. In many religions there are times throughout the year when you are supposed to go on a fast or go without certain luxuries. It can be a test of will, but when your core belief in your religion is incredibly strong, **'will' is not necessary.**

## **There's No Better Cause than Freedom**

1. How has obesity impacted your life?
2. How has it impacted the lives of people around you?
3. Even if you are not obese and are just 15 to 20 pounds overweight, has that extra weight held you back from opportunities in life?
  - *Does excess weight hold you back from playing with your children or grandchildren?*

4. Has it held you back from amazing excursions and adventures?
5. Has it held you back from buying certain clothes that you love?
6. Has it held you back from job promotions?
7. Has it held you back from pursuing a relationship with a potential mate?
8. Has it held you back from loving yourself?

If excess weight is holding you back from things that you love in life then you are **not** a 'FREE' person.

I love the movie "300." The Spartans were passionate and believed in freedom so much that their army of 300 was willing to fight against an army of thousands. 300 soldiers united for the great cause of freedom. They were willing to die for it.

Stephen Pierce told me something that has really resonated with me. *"Desire is to want something. Passion is something that you can't live without."*

I can't live without my freedom. It's something that I'm willing to do what ever it takes to preserve. **Yet so many people around the world give it up so easily by giving into the temptations of junk, a lazy-boy recliner, and a television.** They don't realize that they are creating their own prison.

## **Imagine a World without Obesity**

Just imagine for a second what it would be like. Here are the first few things that come to mind for me.

### **Reduced Stress**

Reduced Diabetes  
Reduced Cancer  
Reduced Strokes

### **Reduced Deaths**

Increased Productivity

### **Increased Energy**

Increased Confidence  
Increased Love

### **Increased Appreciation for Who You Are**

### **Reduced Health Care Costs**

Reduced Arthritis  
Reduced Heart Attacks  
Reduced Disease

### **Increased Joy**

Increased Self-Esteem  
Increased Vitality  
Increased Zest for Life

Are those things worth uniting together and fighting for? I certainly believe so!

There still needs to be something more. Uniting me with other individuals will definitely have a huge impact. But, I want to have an **outrageous** impact in order to fulfill my destiny of obliterating obesity.

## **The Fat Loss Industry Must Unite**

I've owned a health club and I know how cut-throat the business can be. I've witnessed some clubs having the objective of putting other clubs out of business. The focus is no longer on helping people achieve optimal health. It's all about profit.

I'm all for health clubs making a profit, but you shouldn't have to bury another health club in order to do this.

Recognize the benefits that you are offering to society and focus your attention on the greater cause of obliterating obesity. When your focus is on the **greater good**, you will be rewarded in many ways.

It was refreshing to start my online fitness business. So many fat loss professionals were so willing to help. But at the same time I've witnessed some problems...

Many product owners, in their efforts to make their product stand out from the rest, will tell you to completely disregard other forms of weight loss to the point of calling them useless.

I've got news for these fat loss pros. Your product may be amazing, but there are certainly other amazing products out there and many of them will provide better results to certain people.

I'm sure you know what I'm talking about.

- Products that mention, "My high protein diet is the absolute best and there's no need to ever eat carbs again."
- Others will mention, "You should never eat meat again. Do you realize that you are slowly poisoning yourself to death?"

- You'll also hear, "Long duration cardio is dead. If you want result you should completely avoid it and go with my super intense short workouts."
- And some weight training books will tell you that Yoga, Pilates, Tai Chi, and other forms of exercise are not effective in producing your desired results.

Who are these people to tell you what is and what isn't the best for you? Only you know what's best for you. Through trial and error you will find the programs that suit your needs and lifestyle.

There's nothing wrong with these fat loss pros stating that their programs are very effective. It's true in many cases. I just can't stand it when I see them slamming all other methods.

It's time that fat loss pros unite together and realize that we are ALL a part of the solution. It doesn't have to be about who the best trainer is or who's got best program.

When health clubs focus on putting other clubs out of business or fat loss pros focus on making their program sound like the only possible solution, the main objective is profit. **When the focus is on profit the greater cause of obliterating obesity gets put on the back burner.**

I believe in many of my fellow fitness professionals' products. I use many of them myself and I recommend them to others. I believe in my own products, but would never say that they are perfect for everyone. I believe that by working together we will have a much bigger impact than trying to do it all on our own.

## **Shift from Profit to Charities**

I believe that I should earn an income from all the effort and hard work that I put into obliterating obesity. There's nothing wrong with that. But I don't want that to be my focus.

Here's what I've done to change this focus...

I donate a portion of the sales of my products to certain charities that help in the fight against obesity. Which charities I choose to donate to are decided by you and all the other readers that follow my quest.

I will donate an even greater percentage of the earnings that I receive from recommending my fellow fat loss colleagues products. This is in recognition that I cannot win this battle without them. I know that their products will help obliterate obesity and I want to share them with everyone in order to make the biggest impact possible.

## **Uniting With Media**

I'm calling upon media to unite with us and report on the success stories of people who achieve optimal health and the groups that come together to obliterate obesity.

- Report on real struggles and real adversity. Encourage unity for the greater cause of obliterating obesity and reclaiming the freedom that we deserve.
- Highlight positive role models who demonstrate that no obstacle or challenge is worth backing down to.
- Report on how the world changes for the better when health is placed as the #1 priority in our lives. How does it affect the economy? How does it affect global warming? How does it affect society? How does it affect recreation and leisure? How is it affecting our children? How is it affecting education and learning?

Obesity has a great impact on how our world operates. It's time to shift the spotlight on the greater cause. When you report on a single solution be sure to mention that it's all in the effort to obliterate obesity and should be combined with many other methods that are available.

Stir up emotion in your viewers. Get them to jump out of their seats and ready to take action. Be role models yourself. As a journalist you should lead by example.

## **A Shout Out to My Fellow Marketers and People of Influence**

You have the opportunity to make a positive impact on the world. You are leaders of a captive audience. People want what you have... freedom, wealth, and lifestyle. Many of them are sacrificing their health in their drive to achieve wealth.

- You need to be a positive role model. Demonstrate and share how making your health the #1 priority in your life has led to increased wealth.
- Share how health increases your energy, focus, productivity, and overall performance. Share how living in optimal health has allowed you to enjoy the fruits of your labor.

## **Emotional Charge**

I truly believe that unity for the greater purpose of obliterating obesity is the missing link in the fat loss formula. In order to make it as effective as I know it can be, it has to have the power to stir up some serious emotion inside of you.

If obliterating obesity just seems like a nice idea to you, it simply is not enough to drive you to succeed. You have to take a stand and put yourself on the line. You have to really want to do something about this devastating trend and feel incredibly proud to be a part of the solution.

Don't just accept the fact that our society is getting fatter and decreasing their health. Don't turn a deaf ear to the stats. Although being 15-20 pounds overweight is now the acceptable norm in our society **you need to demand more from yourself.**

There are health risks and diseases associated with that excess weight and you cannot ignore them. If you are willing to take a stand and do something to combat cancer, diabetes, and heart & stroke, you have to be willing to take a stand to obliterate obesity. These conditions are all connected. I know for a fact that once we unite to stop the obesity trend, we will then reduce the occurrence of the diseases mentioned above and endless others.

Another thing that you can't ignore is the growing obesity rate of our children. The topic of many conversations is in regards to the environment and taking action so our children will have a better place to live.

The sad news is that even if we are able to change our environment for the better our children will not live long enough to enjoy everything that our planet has to offer.

Isn't it sad to hear that even with all our medicine and technology to keep us living longer, our children are not going to live as long as we will?

We are so use to the average lifespan increasing over time that it's completely unfathomable to conceive the thought that it's going to begin to decrease starting with our children today.

We're already witnessing children experiencing complications of type II diabetes as young adolescents. Their young hearts are under incredible strain and placing a burden on all their other body systems. Cancer is striking children down at an alarming rate. Their overall quality of life is taking a rapid nose-dive.

Basically, if things continue the way they are we're sentencing today's children to a slow drawn out and premature death.

At the same time most peoples values are so warped that the temporary satisfaction from junk food throughout the day is more gratifying than living a longer life with greater quality and enjoyment.

We can't accept this! We have to do something about it now.

I need you to be a part of the solution. I need you to get so fired up about obliterating obesity that you are willing to do what it takes to live a life of optimal health and encourage others through your example to do the same.

## Tying it all Together

Unity for the greater cause of obliterating obesity ties in all the components of a successful fat loss program. These components are motivation, support, accountability, and action through fitness and a healthy nutrition program.

Motivation is a huge component of any fat loss program. In order for this motivation to be never ending it's necessary to find a driving force deep inside you that's greater than any temptation that you may face.

For many people, that driving force may be the freedom to move around freely and have the energy to play with their children or grandchildren.

For others, it may be to feel beautiful and confident to attract the love of your life. And for some it may be to have the strength and endurance to enjoy amazing vacations, which include climbing some of the worlds' tallest mountains or pyramids, hiking through the rain forest, or paddling down one of the great rivers of the world.

For myself, my driving force is to be the absolute best that I can be and to demand the most of myself each and every day. The legacy I am driven to leave behind is that, "I played a major role in uniting people around the world to obliterate obesity and through this union of powerful, caring people we significantly improved the quality of life of millions of people around the world. The obesity trend was reversed."

It is my hope and dream that you will unite with me. Leave behind the legacy that you too, were a part of this world changing movement!

**Become motivated by the cause.** Become motivated by being a part of the solution. Become motivated by feeling a part of a team. Become motivated in knowing that you are an incredible role model. Become motivated by making an impact on the health of the world.

As I mentioned earlier, social support has played a key role in my personal fitness success. Tom Venuto was spot on in his Fifth Element report. When it comes to unity for a greater purpose, social support becomes a huge factor in its success.

I've been in coffee shops prior to a walk or run in an effort to raise money and awareness for a cause such as cancer or M.S. and the reaction of the patrons when someone walks in wearing the event participant T-shirt is totally awesome. The encouragement is outstanding. The support for the effort that this person is putting forth is heart warming. It's contagious and it makes other people want to get involved.

Then there's the support during the event. Everyone is in a great mood and sharing stories of how the disease has touched their life and what they are willing to do to make the world a healthier place. You can taste the energy.

If someone begins to feel tired or achy, the thought is quickly erased from their mind through the encouragement of others within the group.

They are reminded of why they are there and the passionate purpose that brought them all together. No one gets left behind. They are all in it together.

There's also the accountability factor when it comes to uniting for a great cause. Usually you go around asking for donations to support you in your efforts. This locks you into taking action. There's no turning back once people sponsor you.

Plus, you are likely to tell your family and friends that you are planning on participating in the event and what it means to you. I'm sure that they will ask how the event was when it's complete. Even if they don't ask, the thought of them asking is enough to make you follow through and do it.

Therefore, uniting for the cause encourages action. You become active not to lose weight, but for something much bigger. Losing weight is just one of the many benefits.

## **Continuous Virtual Event**

So how can I take the effectiveness of a live event where people unite together for a greater cause and turn it into a continuous virtual event?

I created a blog called [The Fat Loss Quickie Blog](#). **This is a place where:**

- The stories of how obesity has touched your life can be read and heard by people around the world. Even if you are not obese and just carrying around a bit of excess weight, I want to hear how it's affecting your life.
- Your actions are not just seen by a couple thousand people at a local event, but rather millions of people around the world.
- Your successes will be celebrated no matter how small. I want to hear what's working for you and see you share it with others to aid them in their journey towards optimal health.
- You get to share your thoughts and ideas of what can be done to reverse the obesity trend.
- You can share with me what you would like to see me do to help obliterate obesity.
- Everyone can make a difference. This is the place where your legacy is born.

Let your voice be heard. Send me an email at [scotttousignant@gmail.com](mailto:scotttousignant@gmail.com) and share your stories with me. Send me a letter, audio, or video and I'll put it up on the blog if you want.

**I encourage you to:**

- Voice your thoughts and opinions by commenting on the blog posts that stir up some emotion inside you.
- Share your struggles and ask for help. We're all here for you.
- Share your support by placing a comment with words of encouragement for those people who submit their stories.
- Vote on what charities are best suited for me to donate in the effort to obliterate obesity.
- Submit a story of someone who is making a difference in the world by helping others achieve optimal health.
- Share a story that will brighten someone's day. The blog provides a positive atmosphere to spread love, joy, and a sense of camaraderie.

At [Fat Loss Quickie](#) you are encouraged to perform certain weekly tasks. It may be to walk so many miles that week. It may be to eat 100% natural foods for 3 days. It may be to read a new book or listen to an audio that helps you live in optimal health.

It may be rallying five friends and get them on board with the cause. It may be sharing your story with a child and encouraging them to live a healthy active lifestyle.

In any case there will be regular events and I encourage you to participate in them and share your thoughts and feelings about how it's affected you.

I also encourage you to start a weekly event where you gather your community to a local track and walk for an hour together. Angie and I started that in our small hometown and hope that it spreads to the many communities in our area.

I'll be discussing recent articles in the news that address the issue of obesity. I'd love to hear your thoughts and feelings on the issues and please feel free to share any articles that you come across along with your opinions on them.

With new media like Twitter, Facebook, YouTube, and Ning, our positive and encouraging message can easily be heard by millions of people and inspire them to take action just as you have.

**I need your help to obliterate obesity.** I need your stories and actions to inspire others. I need your heart and emotion to drive others to make a positive change in their lives and experience optimal health.

I need you to demand more of yourself and live the life that you deserve. I need you to be a part of this legacy.

I value your participation in this effort. It truly means the world to me. I have a great deal of respect for you and your willingness to help make this world a healthier place full of vibrant and energetic people.

*It's not possible for me to do this alone.* It's together, **UNITED**, to obliterate obesity that will make it happen.

Allow unity for this great cause to drive you towards optimal health. Realize that you are not just exercising and eating healthy for yourself. You are setting an example for millions of people around the world.

Realize that suffering from diseases will be decreased because of your efforts. Realize that children will have the opportunity to live a longer and better quality of life because of your efforts. Realize that your life will have even greater meaning because of your efforts.

Hi-5 the people at the gym. Give a friendly honk to a jogger passing by. Express gratitude to your friend who chooses the healthier options in the restaurant and supports your healthy lifestyle.

Send letters to the editors of your local newspaper or television station when they publish a positive and uplifting story that inspires people to live an optimally healthy lifestyle. Celebrate your own successes and share them. You are making a difference!

Thank you for taking the time to read the Obliterate Obesity Report. I look forward to learning more about you and how we can work together to create a healthier planet full of vibrant and happy people.

Please let me know how I can best serve you in your own personal journey towards optimal health. I'm 100% committed to your success and can't wait to share your story to inspire others.

I hope that you enjoyed the Obliterate Obesity Report. If you found this report helpful I would appreciate it if you shared it with a friend or family member who could use some inspiration to create the body that they deserve.

I am currently coaching people within the Fat Loss Quickie program who are just like you. I'm helping them burn belly fat and create the body that they desire.

The [Fat Loss Quickie](#) Program includes...

- **Five 10 minute home office workout videos**
- Five 10 minute home office cardio videos
- **Weekly Question and Answer Call**
- An Incredible support community including videos of all the workouts
- **Meal Plans and Recipes**
- And much more!

To learn more about Fat Loss Quickie, [click here](#).