

PART 1: INTRODUCTION
CHAPTER 1
WHO SHOULD READ THIS BOOK?

ASK YOURSELF: How many diets you have tried? If the answer is more than one, then you might be a yo-yo dieter—someone who cycles between denial/weight loss and indulgence/weight gain. Yo-yo dieting is the curse of the modern health quest. If one diet doesn't work we just blame ourselves for the failure and try another, eternally hopeful that we'll find one that does work. But the end result is gradual weight gain because with each cycle we invariably gain more than we lose. Welcome to yo-yobesity!

We endure a continual barrage of obesity warnings from all corners of the health industry. Experts want us to lose weight to get healthy, but they all advocate one primary solution—dieting. There's just one tiny problem: the success rate of this method has been dismal. People have been trying to lose weight by dieting for a century, at least. Yet the population at large is—well—just getting larger.

Today, you can assume almost every person in the country has been on a diet, is on one now, is trying to adhere to one, or thinks they should. Diet regimens have become billion-dollar businesses, and people have been dieting either by themselves or in some expensive diet program for well over fifty years.

But ask yourself the following questions:

- If so many people have been dieting in so many ways for so long, why is the obesity problem getting worse?
- If dieting were the answer, wouldn't it have solved the problem long ago? Wouldn't we all be svelte and fit and leaping around like deer in the forest?

Why don't diets work? It's because none of the experts can answer the following question: Even if you manage to lose weight on a diet (any diet), how do you maintain that for the rest of your life? Most diet programs profess to train you for maintenance, but all of them rely on self-control, willpower, and some level of denial. Who can tolerate that for a lifetime? Who even wants to?

What if I told you there's another way that's not a diet? A way that's not a diet but a transformation—a transformation that solves the problem so completely, you

never need to think about dieting again. How would you feel if you never felt compelled to step on the scale again? If you never needed to track calories, fat grams, or carbs? If you never needed to count every step you take every day? If you never gained weight on vacations or holidays? And what if I told you that once you complete this transformation, you can eat whatever you want, whenever you want to?

Would you believe me? Probably not. And I would understand because I wouldn't believe it either if I hadn't gone through the transformation myself.

To get a glimpse into this future that awaits you, try to imagine a state in which you don't have to obsess about what and how much to eat, don't have to choose between guilt and deprivation, and don't have to start a diet every Monday or a whole new diet and exercise program every January 2nd. A state where you can channel all the energy formerly wasted on those efforts into what you *really* want to do with your life.

If you're a confirmed yo-yo dieter like I used to be, you probably can't. But that state is where I am *now*. And it could be where *you* are in the future. *Resetting Normal* will prove to you first that it's possible to achieve such a state, and second, how to do it yourself.

Resetting Normal is a permanent solution because anything normal is easy to maintain: you don't have to think about it, you just do it, without undue stress. For example, if it's normal for you to start your day with coffee, you just get up and make it or you pick it up on your way to work. You don't go through an agonizing decision every morning about whether to do it or not.

Consider: for most people, our current Western lifestyle is the norm. Unfortunately, this normal simply does not support good health or an optimally healthy weight for you. To improve your health, lose weight, and keep it off forever, what you need to do is change to a better normal. While that may sound impossible, you have the power to do it—*Resetting Normal* will show you how.

All it takes is winning four battles. Now, it might seem like fighting battles is an intimidating, negative approach to the problem. Who wants to fight? And why should you? But what is dieting? Dieting is a continual battle against yourself: what you want to eat vs. what you think you should eat. Weakness vs. willpower. Enjoyment vs. misery. How many win that battle? On the other hand, the battles to reset normal are winnable. You wage them not against yourself but against the outside influences that keep you trapped in a weight-gain cycle. You stop fighting yourself, you learn to leverage your own personal metabolism.

When you win these battles, you will reset your body to a new, healthier normal. Then you're done for life. You'll experience a sense of relief and freedom you never had before. No more dieting. Ever. You will win the prize: a totally natural, healthy, guilt-free relationship with food and activity that produces a normalized body weight.

Resetting Normal is for every one of you...

- Who doesn't feel you are as healthy as you could be
- Who hasn't had long-term success with any of the current diet plans
- Who's sick and tired of so-called experts telling you what, when, and how much to eat ... and then changing that recommendation every couple of weeks
- Who's sick and tired of those same experts telling you how much and when to exercise ... and then changing that recommendation every couple of weeks
- Who's sick and tired of being accused subtly and not so subtly of gluttony, stupidity, ignorance, and weak willpower
- Who has other goals in life besides trying to stick to a diet

Join me in *Resetting Normal*—put an end to yo-yobesity. Take the pledge:
No mo' yo-yo!