

THE FIFTH ELEMENT

The Missing Piece Of The Fat Loss Puzzle

***Could This Ancient Success Secret
Combined With 21st Century Technology
Be The Obesity Epidemic Solution?***

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**[The Success Principle That's Been Used For Centuries
By The World's Highest Achievers](#)**

**Now With The Help Of Modern Technology, Thousands
Are Using "The Fifth Element" To Conquer The Biggest
Problem And Health Threat That Our Generation Has
Ever Faced: Body Fat And Obesity**

Dear friend,

It will only take about 20 minutes to read this special report, and by the time you read to the end, you will truly understand what it takes to lose weight permanently and transform your body, no matter how many times you may have failed in the past. I promise you that if you apply what you learn here in these pages, it could completely change *your* life.

Please resist the temptation to scroll ahead, and be sure to read every page of this report, in order, right from the beginning, as the sequence of information is vital to your understanding the powerful success principle uncovered in the end. As you read each page one at a time, you will slowly see the secret unfold in front of you, and then finally be revealed and explained.

Dateline 2005: Obesity In The United States Reaches Epidemic Proportions

According to government statistics, the adult obesity rate rose from 15 percent in 1980 to 32 percent in 2004. Even worse, the childhood obesity rate increased from 5 percent to 16 percent between 1980 and 2004.

In August of 2005, the latest set of statistics was released by the Center for Disease Control (CDC) and obesity was officially declared an "epidemic." The numbers and implications are staggering. According to the CDC:

"During the past 20 years, obesity among adults has risen significantly in the United States. 65 percent of U.S. adults — or about 129.6 million people — are either overweight or obese. In addition to decreasing quality of life and increasing the risk of premature death, obesity and overweight cost the Nation an estimated \$117 billion in direct medical costs and indirect costs such as lost wages due to illness."

Dateline: August 29, 2006: Epidemic In The United States Is Getting Worse!

A report called, "F as in Fat: How Obesity policies are failing America" is released in late August of 2006, revealing that obesity has gotten worse, increasing in 31 states, "*leaving an estimated two-thirds of Americans vulnerable to fatal diseases such as diabetes, stroke and cancer.*"

Listen carefully to this quote from Cathy Nonas, spokesperson for American Dietetic Association. What she says is important, because I am going to come back to this topic later in this report:

*"What's particularly distressing is that we think we understand why this is happening. It's happening because **the environment** is built to promote obesity, and it is so pervasive that in order to make changes, we really need to change everything."*

Dateline, August 2006: Other countries catching up to the United States: UK obesity skyrockets

A UK government report released on August 26th, 2006, called "Forecasting Obesity 2010" said that England is expected to have 13 million obese people by 2010, if current trends continue (which means the British would be as fat as the Americans).

The report says that English people are getting fatter because they are becoming less physically active and eating more junk food. It added that the obesity health bill for the National Health Service will go way beyond its present one billion pounds.

In an interview with the BBC, Health Secretary Patricia Hewitt said,

"We've already stepped in, but there's only so much the government can do. People need to want to change their lifestyles and take responsibility for their health.... We are intervening and helping to make a difference, but we want today's figures to act as a stark reminder of the problem we and our children will face if we don't act now and start making healthier lifestyle choices."

Tony Blair said a new fitness strategy is urgently needed for the country, and asked all government departments to work together on this.

Dateline, Sept 2006: The Epidemic is declared GLOBAL

On September 6th, 2006, at The 10th International Congress on Obesity in Sydney, Australia, Paul Zimmet addressed the audience with this statement:

***"Obesity is now engulfing the entire world.
It's as big a threat as global warming."***

Scientists at the conference warned that international agricultural reform - not diet gimmicks - is necessary to cut down on the production of refined oils, fat and sugar in order to stop the global obesity epidemic.

Obesity congress experts said that obesity is the single greatest contributor to chronic disease and the growth of obesity-related diabetes, now called by its own name "diabesity," is poised to bankrupt health budgets all over the world

HOW DID THIS EPIDEMIC COME TO BE AND WHY IS IT GETTING WORSE?

How is all of this possible? How could obesity be declared an epidemic, with increases in obesity reaching an all time high in 2005 - replete with red flags waving, warning signals flashing, danger-ahead signs posted - *then continue to get even worse in 2006 both in the United States and all over the rest of the world?*

Even more perplexing, how could this have happened given these facts:

- Health club enrollments are at an all time high
- Fitness equipment sales are at an all time high
- Sales of diet pills and diet programs are at all time high
- Sales of diet and fitness books are at an all time high
- The internet has exploded with diet and fitness information.

I've been researching the subject of weight loss for more than 17 years, and I believe I have an answer. A critical element has been missing and I believe I have finally isolated and defined it. Even if you have the foundational elements of **nutrition** and **training** in place, there's STILL SOMETHING ELSE you may have overlooked or have not leveraged to the maximum.

THE 4TH ELEMENT OF FAT LOSS SUCCESS

For years – almost since I first began working out and taking up an interest in fitness and fat loss - I always knew there was “something else.” I always knew that not only was dieting not enough, but that dieting was ineffective and even counterproductive.

I also knew that while exercise was important and effective, that exercise was never enough either. As any top-notch personal trainer will tell you, “you can’t out-train a lousy diet.” If you sabotage yourself in the kitchen and at the restaurants, then all the training in the world will only get you so far.

Furthermore, I realized that aerobic exercise, while hugely beneficial for both fitness and health, was not enough if used as the only method of exercise.

I realized that there was a synergy between various elements needed to get substantial results - and more importantly, results that lasted – because perhaps losing weight is not the real problem. Millions have lost weight on thousands of different low calorie diet programs, but few people can keep the weight off.

Weight loss is easy. Permanent and healthy fat loss is much more challenging.

My research and practical experience led me to develop a synergistic formula of three elements to get the best and most lasting results, in a healthy way:

- (1) cardio vascular training
- (2) strength training
- (3) supportive nutrition

This approach is not nearly as popular as the low calorie diet approach, and that’s not surprising. Exercise can be hard work. Promoters of diet programs know that, and this is why so often, diet pills and diet plans are offered to you with promises of great results without the expenditure of any energy– just eat certain foods, take certain pills, and you are guaranteed a beautiful body.

Well, it doesn’t work! “Diets don’t work” is spoken so often it is now cliché, but that doesn’t make it any less true. What works is synergy – the combined effect of two types of training – strength and cardiovascular – with supportive nutrition (that means nutrition which feeds the muscle and supports your energy needs, NOT a diet!).

In my early years as a trainer, I helped many of my clients achieve fantastic results with this 3-part approach included as part of a healthy lifestyle. Unfortunately, most people continue to simply diet, diet, diet instead of eat, move and lift and this partly explains our predicament.

However, even with all three elements in place, something is still missing from this picture. Why are there still some people who struggle with emotional eating, food addictions, unsatisfactory results and relapses, even WITH all three of these crucial components of cardio, strength and nutrition?

I wrestled with that question for many years. Hundreds of times over, I saw the same scenario: Two people would be given the exact same information, tools, resources, and chances for success (or so it seemed). Days, weeks or months later, one person had completely transformed their body. The other person had not changed, or had not changed nearly as much as the other person.

What was the difference? Right from the beginning I suspected that this “something else” - the missing 4th element - was the mind. In fact, I felt quite certain of it.

So to confirm my hypothesis, I began to study the mind. I studied goal setting, positive thought control, affirmations, the subconscious mind, hypnosis, self hypnosis, neuro-linguistic programming (NLP), Silva method, psycho cybernetics, self-image psychology and even some kinds of “far out” metaphysics, meditation and other “mind trips” (legal ones, of course.)

I studied the works of the “success masters” like Napoleon Hill, Earl Nightingale, Bob Proctor, Steven Covey, Anthony Robbins, Brian Tracy, Jim Rohn, and nearly all the other big names in personal achievement. I took courses in hypnosis. I took training in NLP and became a master practitioner. I studied the PhD sports psychologists and peak performance experts like Dennis Waitley, Jim Lohr, Mihaly Csikzentmihalyi, Dr.Judd Biasiotto, Charles Garfield and many, many others.

It turns out that the mind in personal achievement had already been studied in great depth by many people for many years. And guess what? The mind WAS the missing piece – the 4th element of fitness and fat loss success, as well as every other aspect of life success and personal achievement.

When I incorporated an entire module on goal setting and positive mind (subconscious) programming into my coaching and training programs, (and later as an entire chapter in my book), the results absolutely skyrocketed. More of my clients achieved their goals and achieved bigger goals than ever before, and many told me that they took these goal setting and mind-training skills into the other areas of their life and achieved great success there as well.

Even to this day I am convinced that focusing on the BIG FOUR – cardio training, strength training, mental training and nutrition – is a powerful and effective strategy. But although the success rate skyrockets when all of the BIG FOUR are in place, I noticed that there were STILL people who had access to training info, nutrition info AND the information about the subconscious mind and how to motivate themselves, who did not achieve their goals. Now THAT was really perplexing.

I also noticed that some people with these four elements as part of their routines achieved good results, while others achieved outstanding results. Never content with good, if there was the prospect for great, I wanted to know how to achieve it, AND I wanted to know how to help the group of people who still seemed to struggle, despite having the four elements in place.

I knew there had to be something else tangible that could take results from good to great, which would also help those who seemed to be doing everything else right, but were still struggling, and I wanted to do something to contribute to reversing the growing obesity epidemic.

I knew there was still something else missing. ***Could there be a 5th element?*** If so, what was it? So I started to think, research, and experiment once again.

I got many hunches and intuitions about what it was as I continued to train, coach and educate many more clients. The studying helped, but experience is the best teacher of all. Over time, it started to come into focus, but it took a while, because I had pieces of it, and was so close I could taste it, but could not quite put my finger on it or articulate it yet.

I had a concept on how to take an effective nutrition and training program to an even higher level. It was NOT with the latest whiz bang supplement or the latest research breakthrough in exercise methods. It was on a much more basic, personal and emotional level.

It took a long time. It wasn't until very recently that it became crystal clear as my career focus transitioned from personal training to personal coaching into internet coaching and publishing online. That was the career pathway I followed and along the road, I finally found the answer.

PERSONAL TRAINING

Many times I asked myself whether having a trainer was this missing key to taking fitness and fat loss success to a higher level. No doubt there are fantastic benefits of having a professional trainer. I began my career as many other fitness professionals did – as a personal trainer working in health clubs, helping people transform their bodies, one person at a time, one workout at a time.

Invariably, I noticed that those people who had good personal trainers had a very high success rate. There are lots of self motivated people who get outstanding results completely on their own, but I don't think there's any question that overall, most people who work with a good trainer not only get better results than those who don't, but often get better results by a large degree of magnitude.

Why is personal training so effective? Well, there is a great deal to be said for effective program design. A well designed program can beat the pants off a poorly designed program in terms of physical results, not to mention, it can help prevent injury (many exercise injuries are self-inflicted and could have been avoided). However, there was something else.

“THE DRILL SERGEANT EFFECT”

I am a big supporter of personal training. Personal training is extremely valuable for many reasons, but not the least of which is the exercise supervision, instruction, education and ***specialized knowledge*** you receive from a trainer. Having a personal trainer adds an element of discipline and ***accountability*** into the fitness equation.

When discipline is imposed externally and high expectations are set, things get done. There is also an ego factor involved, (or simply call it an extra “motivational factor”), that makes each and every one of us want to push harder when someone is

watching. This effect is even apparent with a training partner. It's even *more* powerful if there are real consequences, either emotional or physical, for not fulfilling the expectations. You could call it the "Drill sergeant" effect.

Speaking of military metaphors, is it any coincidence that "Boot camp" classes and group personal training are more popular than ever before? Do a Google search and see, or take a group class where you are NOT one on one with a trainer, but where you are with a group. Not only is your "drill sergeant" instructor watching you, but you also know that ***your peers in your group are also watching you***. What happens if you stop short or quit in front of everyone? Think about it. Does the prospect of pushing your self harder seem more likely? What are the emotional consequences of falling behind?

There *are* limitations of using *only* externally-imposed discipline. *Good* Personal trainers are worth their weight in gold. The "drill sergeant effect" is real. "The boot camp method" works, and now you know why. BUT, externally-imposed discipline is incomplete.

As we already discussed with the 4th element, what goes on inside your own mind is equally important. When you have BOTH—internal and external motivational forces acting upon you, the power of this thing multiplies. Some people call this LEVERAGE. Some people call it a "motivational propulsion system."

PERSONAL COACHING AND MENTORING

I was a personal trainer full time for about 6 or 7 years before I got involved in other endeavors such as managing health clubs, coaching and publishing on the Internet. One of my next endeavors was developing a 12-week personal coaching program which I delivered one on one either in person, or long distance through telephone and or email. This was not the same as personal training because I was coaching, consulting and mentoring without actually being out on the gym floor.

In the early years, before the internet, I met with my clients in person in the gym office. Some people came to me primarily for nutritional advice, with goals ranging from losing 75 pounds or more to getting ready for a bodybuilding or fitness competition or a 12 week transformation contest.

Why would someone get a coach and not a hands-on trainer? Well, have you ever heard the saying, "what gets measured gets done? Or "what gets tracked gets done?" It's a popular saying in business management circles.

Business owners have found that hiring and keeping good employees is hard enough, but getting them to perform with peak efficiency is even harder. What good managers have found is that personal productivity can be increased many times over by measuring and tracking anything and everything, sometimes to the degree of having employees use numerous checklists and even a diary of how they spend their time.

The owners, however, do not have to be there all the time, micromanaging every move, they simply need to have devices in place for measuring the results and output of their team and every team member knows they are "being watched" and "graded" on performance.

THE ACCOUNTABILITY FACTOR

The word for this of course, is **accountability** and accountability is a MASSIVE leverage factor in achieving any kind of success in life, whether in business or in a fitness or weight loss program. Could THIS be the 5th element?

Accountability was something I took very seriously and built into all my coaching programs heavily. Any accountability device I could use, I did use. When my clients knew they were going to be weighed and measured every week, they worked harder during the week in anticipation of the measurement day.

I created a 12 week progress chart that measured body weight, skinfold measurements, body fat percentage, lean body mass, lean body weight, fat body weight, waist measurement, and the change in each important measurement from week to week.

The progress chart was only one tool of many, yet it was held sacred. Seeing those numbers on paper was incredibly enlightening due to the way you could see progress in a linear fashion over time. Everything became tangible too. You could hold the piece of paper. It was your report card. It was real.

Sometimes we would even make graphs and pie charts to provide even more feedback and accountability. I always noticed how my clients never wanted to have a "blemish" on that weekly progress "report card." They almost always worked harder knowing this measuring, charting and tracking was going to happen.

My local coaching clients met with me in person where they would step on the scale and I took their body fat measurement with calipers and sometimes some body measurements. We then recorded these results on paper. Then we took a look at the progress for the previous week and talked about the results. Based on results, we would decide if any adjustments needed to be made.

Next, we set a weekly (7 day) goal for the upcoming week and we wrote that down on a copy of the progress chart in red ink – it was filled-in in advance as if it were already achieved. My clients would post this chart with the results up to date and the weekly goal on their refrigerator where they would have to look at it at least few times a day (more ways to measure, track and be accountable). Many of them also wrote a new goal card every week with their 12 week goal and their 1 week goal written on it.

It was highly effective. Not everyone completed the program – there were a few dropouts for various reasons, as you might expect. However, our success rate was nearly 100% for those who completed the program. Out of those who completed the 12 weeks, but did not reach their 12 week goal completely, every one of them DID get results. Some had a goal to lose 6% or even 8% body fat and only lost 4 or 5%, but we celebrated that as success.

What gets measured gets done, but what gets reinforced and rewarded gets repeated and I found that especially important if my clients came short of what they desired so they didn't lose heart. "Progress, not perfection" as we say.

In any case, the coaching programs were extremely effective, even though I wasn't actually personally training these clients. I was designing their programs, they went

off to do them on their own, and they simply had to be accountable to me for their activities and their results.

Here's something really interesting: On the occasions that people cancelled a meeting, I always probed and prodded into the reason why. I often heard a variety of reasons, many legit, many excuses, but one thing I noticed is that if someone had a bad week, they usually wanted to "dodge me" and cancel the meeting.

Like I said, they hated having a blemish on that chart and even worse, facing their coach in person without having results to show for the week's efforts. This is why I liked to stay in touch with them by phone and email throughout the week and confirm my appointments in advance. Yes, even more accountability and "keeping tabs" and this decreased cancellations and kept them on track during the week.

LONG DISTANCE COACHING

It was amazing to see how effective these 12 week coaching programs were even when working long distance with clients on the other side of the world. The same system was employed – the progress charting and so on, the only difference was my clients did not meet me in person, they had to meet with me by the phone or "virtually" by email or often, both ways.

Every Monday morning, my clients would email or fax me their progress chart and sometimes even their entire eating and training diary for the previous 7 days. This was a requirement, in order to raise accountability. Again, if they were held accountable and they knew I was going to be looking through their journal like a professor at a term paper, I knew they would be sticking with the program better.

Even without personal contact, the results were still quite incredible. So does this mean **personal coaching** is the secret? Is **accountability** the secret – is this the missing element?

Well, coaching is powerful and accountability through a coach is definitely a major factor in sticking with your program. The more accountable you can make yourself to yourself and to others, the greater your success rate will be. Furthermore, a wonderful benefit of having a coach is that any good coach will pull more out of you – more results, more potential, more success.

A good coach will help you see the potential in you that you didn't even know you had. A good coach will also push you to raise your standards and think bigger than you ever have before. After working with any truly effective coach, you will realize that you have been thinking too small and selling yourself short.

After exploring this concept in theory and in practice, I came to believe that expert coaching (or call it mentoring), and the accountability it came with, was definitely part of the 5th element, but I felt there was much more. I wondered how essential the coaching and mentoring was in creating accountability and I wanted to know **how else** – in addition to a coach – could you make yourself accountable?

Could you create and impose accountability on yourself, *or must it come from other people or the social and physical environment you immerse yourself in?*

PROTECTING YOUR ENVIRONMENT AND SURROUNDING YOURSELF WITH POSITIVITY

Hundreds, if not thousands of times, I have heard the same lament from my clients – they are “stuck” in a negative environment, which at least temporarily, they believe they cannot escape from.

They may be involved in negative relationships and although they have the power to change, they say they cannot change this very instant. They may be in a negative work environment and although they have the power to change, they say they have a mortgage to pay and hungry mouths to feed. They may be in a negative social environment, with their buddies from college who want to continue drinking, and they want to leave that lifestyle behind, but they’re fearful of losing their friends.

The truth is you have much more freedom to change and control your environment than you may realize. Even as you may have to stay temporarily in your present physical surroundings, you have a remarkable degree of control over WHO you spend time with, WHERE you spend time outside the home, and HOW you set up your home and office environment.

All of these can affect motivation and results to a tremendous degree. In fact, ***associating with negative people and places can be a direct cause of failure. Associating with positive people and places can be a direct cause of success.*** Could “environment” be the 5th element?

You must do everything in your power to make it an absolute law of your life not to allow negative people anywhere near you. Get out of negative relationships and associations like you would get out of a burning house. I am not kidding. Your mental energy is way too precious to squander on negative, pessimistic people. You must protect it.

Your exchanges with other people should leave you energized and charged up, not depressed and depleted. Psychic vampires will suck you dry if you let them. Get around people who are charged with positive energy, mentally and physically speaking. It will RUB OFF! Emotions and attitudes are contagious! Enthusiasm is contagious! Success is contagious! Unfortunately, so is negativity and failure.

People constantly ask me for ways to get motivated. This is a truly simple method – change your environment! And that includes changing what you read, what you watch on TV and WHO you hang out with. If you don’t think you have the capacity at the present moment to get away from certain negative people, then begin to make the preparations for your “escape” in the future, while at the same time beginning to ***seek out positive people and a new circle of friends.*** If you do not know where to find such people, continue reading and you will learn before the end of this report.

Surround yourself by and immerse yourself in a positive environment. No matter where you are now, you have control over a great deal of your surroundings even if it’s as simple as posting some motivational quotes, goals or posters in your office and reading some empowering books. You can change where you hang out and spend your time out of the office and out of your home.

You can change how much time you spend watching TV and which shows to choose to watch as well. Your television watching habits is an area you should hold under

close scrutiny. Many of the people who say they don't have time for exercise have a remarkable way of finding time for their favorite TV shows every day. I often tell my clients that the television is one of the most effective time-wasting, health-destroying and income-reducing devices ever invented. Don't ever forget that this is a major part of the environment you create by choice.

You can also change where you spend time on the internet too. There is positive and negative energy on the internet and there are positive and negative people on the internet. It's your choice how and where you spend your time.

"I have nothing to do with negative relationships. I stay away from negative influences. I have no time for negative thinkers and pessimists. Such people will suck you dry until you have become just as pessimistic as they are. Then you'll have not just one but two losers."

- **Arnold Schwarzenegger**

I can't remember who originally said this, or I would attribute this quote to him or her, but there's a saying that your income will be equal to the average of your 5 closest friends. I think that's usually pretty darn accurate. I also believe that your health is your greatest wealth, and the condition of your body will also be about equal to the average of your 5 closest friends. Guard yourself against negative people, environments and influences.

"People take on the nature and the habits and the power of thought of those with whom they associate with in a spirit of sympathy and harmony."

- *Napoleon Hill*

THE MASTER MIND PRINCIPLE

When you get a coach, your time is spent with another person in a mentor – client (or student) relationship. There is truly something powerful about mentorship from every angle you look at it. But there is more to it than a mere mentoring or teaching aspect. There is a certain magic and chemistry created when two or more people get together ***and this is a secret that has been passed down for centuries.***

I was truly blessed and fortunate that one of the very first personal development books I ever stumbled onto was a book by NAPOLEON HILL called THINK AND GROW RICH. Over the years I would hear the same story over and over again: "This book changed my life." Think and Grow Rich has created more millionaires and successes than perhaps any other book in history. In fact, many people claim it is the most important book ever written about living a rich life, outside of the Bible.

It was more than 20 years ago that I first read this book and since then I have read it at least 25 times. I usually reread it at least once every year and refer to it often. My first copy was a little mass market paperback, white with green and yellow letters

on the cover and I read it so often it completely fell apart. I bought another copy, and then an extra one for good measure, which I keep in my car or travel bags.

I remember the first time I ever read chapter 9 – The Master Mind Principle. It did not jump out at me as the most important part of the book. This no doubt, because for as long as I can remember, I have been fiercely independent with my highest value placed on personal freedom without dependence on others.

Although freedom and independence are values we all hold dear to various degrees and in different contexts, when it meant detaching from others and believing I could brave it and stick it out on my own, it turned out that I was only putting the brakes on my success. Imagine succeeding to a great degree, and moving forward even though you had your foot on the brake pedal. By releasing the break you literally BLAST OFF FULL SPEED AHEAD!

Going at it alone is like driving to your destination with one foot on the gas and one foot on the brake.

In forming a client-mentor relationship, or any kind of partnership, you are working with the master mind principle, although ***a master mind group in the form of social support from your peers*** can be quite different than an expert mentor (more about that shortly).

According to Hill, the master mind principle may be defined as:

"Coordination of knowledge and effort, in a spirit of harmony, between two or more people for the attainment of a definite purpose."

"A Master Mind is the harmonious alliance of two or more minds that create a friendly environment to gather, classify and organize new information for fast and effective implementation."

Napoleon Hill also continued and pointed out that a master mind alliance is not necessarily with ONE coach or mentor:

"Ally yourself with a group of as many people as you may need for the creation and carrying out of your plan or plans making use of the master mind principle."

Then Hill wrote the critical line:

"Compliance with this instruction is absolutely essential. Do not neglect it."

Hill said that before forming your master mind alliance, you must decide exactly what advantages and benefits you may offer the individual members of your group in return for their cooperation. Now, this is important – because a master mind is not just a one way mentoring or purely altruistic giving, *it is a circle of giving and receiving, receiving and giving*. Why? Because Hill said that no one will work or give forever without some type of compensation, although the compensation may not always be in the form of money.

"Maintain perfect harmony between yourself and every member of your master mind group" said Hill, "If you fail to carry out this instruction to the letter, you may expect to meet with failure. The master mind principle cannot obtain where perfect harmony does not prevail."

Hill wrote his book in the early part of the 20th century, and he wrote it based on studying the successes of more than 500 of the world's most successful men – tycoons, billionaires, inventors, geniuses. Rockefeller, Edison, Ford, Bell, Carnegie, Woolworth, Eastman, Wrigley. Men whose mere surnames reveal their monumental legacies.

However, Hill did not create this principle, *it is an ancient law which he discovered, and the wisdom of this law has been passed down from generation to generation for centuries.* When two or more people come together in harmony to achieve a specific purpose, something magical happens....

"If one can put a thousand to flight, then two can put ten thousand to flight"
- proverb

You can't do it alone.

Of course, we each have free will. No one else can ever make you do something you do not want to do. You are master and maker of your own decisions. No one can eat for you. No one can exercise for you. No one can work for you. NO ONE can transform your body for you.

In merging the concepts of intentionally using our God-given free will and personal responsibility with the necessity of forming master mind support groups, we can add to this maxim and this brings us closer and closer to defining THE FIFTH ELEMENT:

"YOU HAVE TO DO IT BY YOURSELF, BUT YOU CAN'T DO IT ALONE"

This is the brilliant paradox that can change your life. THIS is a *part* of the fifth element. Only you can change, but with a support team, a master mind group or a mentor behind you, holding you accountable, you can truly move heaven and earth...

Within the laws of our physical universe and our genetic constraints, THERE IS NOTHING YOU CAN'T ACHIEVE with a little help from your friends. NOTHING!

ACCOUNTABILITY AND SUPPORT WITHIN A MASTER MIND GROUP

If I had stopped inquiring years ago, I would have concluded that accountability from a coach or personal trainer is the key. In my own life, being the stubborn independent soul that I am, I might have only searched for ways to be accountable to myself. But it was only in my later years that I realized that I could not do it by myself and neither can you.

Maybe you will make some substantial progress completely by yourself. But it takes support from others to reach the highest heights. If you're succeeding alone right now, imagine what will happen when YOU take your foot off the brake. You need other people. We are independent, yet dependent. We are separate but interconnected. Why is loneliness so feared? What would it be like if you were truly, totally alone?

You MUST enlist the advantage of the experience, education, encouragement, native ability and imagination of other minds. No individual has enough experience, education, knowledge and ability to ensure great success without the cooperation of other people.

This is every bit as true in your personal weight loss endeavors as it is in business. Every business will grow to a point, then hit a ceiling of complexity where no further heights can be reached without building a team. Nor will you reach your maximum heights in your fitness quest without the support of others.

Often, master mind groups are purely like "think-tanks" in nature, where men and women bent on pure science and logic get together to share cold, hard facts and learn from other people's knowledge (OPK), other people's experience (OPE), and in business settings, often to make deals and benefit from other people's money (OPM). That is the business master mind group.

However, some master mind groups are designed not as think tanks, or business growth mechanisms, but as places for SOCIAL SUPPORT in a "pat on the back" and "you can do it" type of spirit. In the right group, you can even mix expert mentor support together with peer support which produces a master mind group as an EDUCATIONAL RESOURCE as well as a master mind group as an ACCOUNTABILITY and SUPPORT RESOURCE.

Now this is getting truly powerful, isn't it? We are almost there. We have almost pinned it down!

SOCIAL SUPPORT GROUPS

Could a social support group – ***a master mind group of peers***, really be the missing element that turbo-charges the effectiveness and success of all the others? I believe it could.

And, when you add in expert mentors along with social peer support, I truly believe that THIS could be the most powerful type of master mind group of all for the man or woman on the journey to lose weight and become more fit.

Let's look at what you have in *a weight loss social support master mind group*

- ✓ **Accountability**
- ✓ **Role models**
- ✓ **Positive environment**
- ✓ **Specialized knowledge (education)**
- ✓ **Support and "you can do it" encouragement**
- ✓ **Being mentored (half the circle)**
- ✓ **Teaching and sharing (which completes the circle)**

The benefits of each of these components we have already discussed or at least mentioned in passing. Are you beginning to see the power in this?

Also, take note of the last one on the list. When we succeed, a deep emotional need arises in each one of us to share what we have learned. It's hard wired into us as human beings because although there is evil in the world, people are inherently good.

A social community allows you to do both – to succeed with the help of others, and then become a beacon of hope for others by sharing your success, or perhaps even becoming a coach, mentor or teacher yourself. This creates a ***social circle of support***

Even if you do not formally become a mentor, you are influencing and mentoring simply by example. Being a role model and having a role model is perhaps the most powerful method of mentoring of all. I believe it was Emerson who wrote, "*What you are speaks so loudly I cannot hear what you are saying.*"

Stated differently, actions and results speak louder than words. You don't have to say a thing to be a role model. If you have become fit already, you may be someone else's role model and not even know it yet.

And now, I believe we have come to the answer. I believe we have uncovered the FIFTH ELEMENT...

THE FIFTH ELEMENT IS GETTING INTO A SOCIAL SUPPORT CIRCLE INCLUDING PEERS AND EXPERT MENTORS

A social circle of support embodies all the principles we have discussed – mentoring, the master mind, accountability, protecting your environment, obtaining specialized knowledge and then having a place to give back, teach, share and be a role model, which completes the circle.

There are MANY forms this support can come in, but I believe we have come upon an age of technology where **the Internet allows us to create a circle of support that has never existed before in all of history – an online master mind circle of support might be one of the most powerful forms of support of all.**

Several research studies since 2001 have shown that online weight loss programs were successful while conventional diet programs have continued to fail.

A study at Brown University and published in the prestigious Journal Of The American Medical Association said, "The Internet appears to be a good way to deliver structured behavioral weight loss programs..."

"Logging on more frequently was associated with better weight loss" said lead researcher Deborah Tate, assistant professor of psychiatry and human behavior in the Medical School.

"It is especially important to look for new methods to help people with weight loss given that more than 64 percent of U.S. adults are overweight or obese" said Tate.

"There are a lot of people who do not choose to attend face-to-face programs for any number of reasons, from embarrassment to schedule constraints. The Internet appears to provide people with an alternative."

It's true. The Internet combines the ability to provide written information with the opportunity to interact through e-mail, forums or chat rooms. It's also convenient because you can also visit the Web on your own schedule.

Prior to these Internet studies, there had also been a substantial amount of research done, proving that face to face social support can help in your weight loss efforts. We now have the proof that this support can be successfully provided over the Internet.

For the last year, I have been quietly working on creating a "circle of social support" on the Internet. After spending time inside this recently completed support group, I have seen with my own eyes an amazing dynamic created, which is nothing short of inspiring, motivating and uplifting.

Considering it is happening on computers, it's a surprisingly close and personal interaction, and there are benefits that even an in-person master mind group cannot provide. You cannot gather the experience, knowledge and motivation provided by men and women from over 135 countries together in a physical room very easily. But you can in an online community.

This is not to discount the in-person master mind group in any way. In fact, if you got involved in BOTH types of mentorship and master mind support groups – Internet and in person - I believe that would be even better still.

I now believe that the most powerful social support comes from both experts and peers, so I created my Inner Circle to include both. You need the specialized knowledge of a coach, trainer or mentor, and you need the social support of your peers.

When I say peers, I do not necessarily mean your family and current set of friends, because either of them may be for, against or indifferent about your endeavors. However, if you have supportive friends and family, by all means announce your goals and intentions to them, enlist their support as much as possible and include them in your fitness journey. Some people say that spouse and family support was the single most important part of their support circle.

At the same time, people who are just like you, on the same path, feeling the same things and experiencing the same things can be an important part of your support system. You don't have to limit your support circle to one source. Remember what Napoleon Hill said: "Ally yourself with a group of as many people as you may need."

Here's what one of the members of our Burn The Fat Inner Circle online fat loss support community recently posted after just three days inside the inner circle:

"That is what makes these communities so great! Here we can share our story with so many like-minded folks from all over the world. I don't know about you, but in my work, neighborhood, and other places I go, I'm alone in my fat burning.

One cannot do this alone, it takes a lot of support. I have that from friends and family, but they have not been there nor done it. They can support me but they cannot sympathize. Here, people can. THAT is what will make this community.

- Rob, burned 100 lbs of fat

It was with this realization that **peer support** is as important as **expert coaching, mentoring or training**, that my vision was born. My vision and dream and mission is to create this online support community, bringing together myself, other expert mentors AND a huge, international like-minded group of peers with a common goal, into one tightly knit Internet community – THE BURN THE FAT INNER CIRCLE.

Furthermore, it is my mission for our community to have a major role in helping to reverse the trend in obesity by the end of the decade. There is no easy way to completely stamp out obesity – there are too many factors and too many individuals that must take responsibility for themselves before that can happen. However, I know that *together*, we can make enough of a difference to halt the trends and reverse the direction.

You do NOT have to join an Internet membership site to take advantage of social support and the master mind principle. Obesity affects people of every socioeconomic level. For people who are not in a position to take advantage of membership-based online social support yet, they do not have to feel left out.

There are many forums and message boards on the internet that are completely free, and I have seen people who don't even have their own computer simply go to their local public library and log on to take advantage of this new type of 21st century support.

With what you've learned in this report alone, you already have much of the knowledge you need to make changes and improve yourself. Think about how you could apply all the principles you learned: Social support, accountability, mentoring, coaching, training, master minding, getting a role model, obtaining specialized knowledge and controlling your environment. The possibilities are endless.

I also invite you to visit our group online and to consider joining us in our ***Burn The Fat Inner Circle*** fat loss support community.

You can find us at [Burn The Fat Inner Circle](#)

All geographic boundaries have been erased with the power of Internet technology, and you can now master mind with both your peers as well as expert mentors from all over the world.

This concept is truly powerful... a social circle of support – in whichever way you can most easily and usefully obtain it - is the fifth element of fitness success... even

better still if the support includes your family or peers in addition to expert mentors. This is the missing piece of the fitness and fat loss puzzle.

Now that you understand this concept and you have the resources you need right at your fingertips, there's nothing left to stop you from achieving the health and body of your dreams except you and a decision only you can make... the decision to take action.

Very sincerely,

Tom Venuto
Founder and CEO, [Burn The Fat Inner Circle](#)

"Don't join an easy crowd, join a successful crowd where the expectations are high and the payoff is great."

- Mr. Jim Rohn, Success Philosopher

THE FIFTH ELEMENT

The Missing Piece Of The Fat Loss Puzzle

***Could This Ancient Success Secret
Combined With 21st Century Technology
Be The Obesity Epidemic Solution?***

Written By Tom Venuto,
Author of [Burn The Fat, Feed The Muscle](#)
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**[The Success Principle That's Been Used For Centuries
By The World's Highest Achievers](#)**

**Now With The Help Of Modern Technology, Thousands
Are Using "The Fifth Element" To Conquer The Biggest
Problem And Health Threat That Our Generation Has
Ever Faced: Body Fat And Obesity**

Dear friend,

It will only take about 20 minutes to read this special report, and by the time you read to the end, you will truly understand what it takes to lose weight permanently and transform your body, no matter how many times you may have failed in the past. I promise you that if you apply what you learn here in these pages, it could completely change *your* life.

Please resist the temptation to scroll ahead, and be sure to read every page of this report, in order, right from the beginning, as the sequence of information is vital to your understanding the powerful success principle uncovered in the end. As you read each page one at a time, you will slowly see the secret unfold in front of you, and then finally be revealed and explained.

Dateline 2005: Obesity In The United States Reaches Epidemic Proportions

According to government statistics, the adult obesity rate rose from 15 percent in 1980 to 32 percent in 2004. Even worse, the childhood obesity rate increased from 5 percent to 16 percent between 1980 and 2004.

In August of 2005, the latest set of statistics was released by the Center for Disease Control (CDC) and obesity was officially declared an "epidemic." The numbers and implications are staggering. According to the CDC:

"During the past 20 years, obesity among adults has risen significantly in the United States. 65 percent of U.S. adults — or about 129.6 million people — are either overweight or obese. In addition to decreasing quality of life and increasing the risk of premature death, obesity and overweight cost the Nation an estimated \$117 billion in direct medical costs and indirect costs such as lost wages due to illness."

Dateline: August 29, 2006: Epidemic In The United States Is Getting Worse!

A report called, "F as in Fat: How Obesity policies are failing America" is released in late August of 2006, revealing that obesity has gotten worse, increasing in 31 states, "*leaving an estimated two-thirds of Americans vulnerable to fatal diseases such as diabetes, stroke and cancer.*"

Listen carefully to this quote from Cathy Nonas, spokesperson for American Dietetic Association. What she says is important, because I am going to come back to this topic later in this report:

*"What's particularly distressing is that we think we understand why this is happening. It's happening because **the environment** is built to promote obesity, and it is so pervasive that in order to make changes, we really need to change everything."*

Dateline, August 2006: Other countries catching up to the United States: UK obesity skyrockets

A UK government report released on August 26th, 2006, called "Forecasting Obesity 2010" said that England is expected to have 13 million obese people by 2010, if current trends continue (which means the British would be as fat as the Americans).

The report says that English people are getting fatter because they are becoming less physically active and eating more junk food. It added that the obesity health bill for the National Health Service will go way beyond its present one billion pounds.

In an interview with the BBC, Health Secretary Patricia Hewitt said,

"We've already stepped in, but there's only so much the government can do. People need to want to change their lifestyles and take responsibility for their health.... We are intervening and helping to make a difference, but we want today's figures to act as a stark reminder of the problem we and our children will face if we don't act now and start making healthier lifestyle choices."

Tony Blair said a new fitness strategy is urgently needed for the country, and asked all government departments to work together on this.

Dateline, Sept 2006: The Epidemic is declared GLOBAL

On September 6th, 2006, at The 10th International Congress on Obesity in Sydney, Australia, Paul Zimmet addressed the audience with this statement:

***"Obesity is now engulfing the entire world.
It's as big a threat as global warming."***

Scientists at the conference warned that international agricultural reform - not diet gimmicks - is necessary to cut down on the production of refined oils, fat and sugar in order to stop the global obesity epidemic.

Obesity congress experts said that obesity is the single greatest contributor to chronic disease and the growth of obesity-related diabetes, now called by its own name "diabesity," is poised to bankrupt health budgets all over the world

HOW DID THIS EPIDEMIC COME TO BE AND WHY IS IT GETTING WORSE?

How is all of this possible? How could obesity be declared an epidemic, with increases in obesity reaching an all time high in 2005 - replete with red flags waving, warning signals flashing, danger-ahead signs posted - *then continue to get even worse in 2006 both in the United States and all over the rest of the world?*

Even more perplexing, how could this have happened given these facts:

- Health club enrollments are at an all time high
- Fitness equipment sales are at an all time high
- Sales of diet pills and diet programs are at all time high
- Sales of diet and fitness books are at an all time high
- The internet has exploded with diet and fitness information.

I've been researching the subject of weight loss for more than 17 years, and I believe I have an answer. A critical element has been missing and I believe I have finally isolated and defined it. Even if you have the foundational elements of **nutrition** and **training** in place, there's STILL SOMETHING ELSE you may have overlooked or have not leveraged to the maximum.

THE 4TH ELEMENT OF FAT LOSS SUCCESS

For years – almost since I first began working out and taking up an interest in fitness and fat loss - I always knew there was “something else.” I always knew that not only was dieting not enough, but that dieting was ineffective and even counterproductive.

I also knew that while exercise was important and effective, that exercise was never enough either. As any top-notch personal trainer will tell you, “you can’t out-train a lousy diet.” If you sabotage yourself in the kitchen and at the restaurants, then all the training in the world will only get you so far.

Furthermore, I realized that aerobic exercise, while hugely beneficial for both fitness and health, was not enough if used as the only method of exercise.

I realized that there was a synergy between various elements needed to get substantial results - and more importantly, results that lasted – because perhaps losing weight is not the real problem. Millions have lost weight on thousands of different low calorie diet programs, but few people can keep the weight off.

Weight loss is easy. Permanent and healthy fat loss is much more challenging.

My research and practical experience led me to develop a synergistic formula of three elements to get the best and most lasting results, in a healthy way:

- (1) cardio vascular training
- (2) strength training
- (3) supportive nutrition

This approach is not nearly as popular as the low calorie diet approach, and that’s not surprising. Exercise can be hard work. Promoters of diet programs know that, and this is why so often, diet pills and diet plans are offered to you with promises of great results without the expenditure of any energy– just eat certain foods, take certain pills, and you are guaranteed a beautiful body.

Well, it doesn’t work! “Diets don’t work” is spoken so often it is now cliché, but that doesn’t make it any less true. What works is synergy – the combined effect of two types of training – strength and cardiovascular – with supportive nutrition (that means nutrition which feeds the muscle and supports your energy needs, NOT a diet!).

In my early years as a trainer, I helped many of my clients achieve fantastic results with this 3-part approach included as part of a healthy lifestyle. Unfortunately, most people continue to simply diet, diet, diet instead of eat, move and lift and this partly explains our predicament.

However, even with all three elements in place, something is still missing from this picture. Why are there still some people who struggle with emotional eating, food addictions, unsatisfactory results and relapses, even WITH all three of these crucial components of cardio, strength and nutrition?

I wrestled with that question for many years. Hundreds of times over, I saw the same scenario: Two people would be given the exact same information, tools, resources, and chances for success (or so it seemed). Days, weeks or months later, one person had completely transformed their body. The other person had not changed, or had not changed nearly as much as the other person.

What was the difference? Right from the beginning I suspected that this “something else” - the missing 4th element - was the mind. In fact, I felt quite certain of it.

So to confirm my hypothesis, I began to study the mind. I studied goal setting, positive thought control, affirmations, the subconscious mind, hypnosis, self hypnosis, neuro-linguistic programming (NLP), Silva method, psycho cybernetics, self-image psychology and even some kinds of “far out” metaphysics, meditation and other “mind trips” (legal ones, of course.)

I studied the works of the “success masters” like Napoleon Hill, Earl Nightingale, Bob Proctor, Steven Covey, Anthony Robbins, Brian Tracy, Jim Rohn, and nearly all the other big names in personal achievement. I took courses in hypnosis. I took training in NLP and became a master practitioner. I studied the PhD sports psychologists and peak performance experts like Dennis Waitley, Jim Lohr, Mihaly Csikzentmihalyi, Dr.Judd Biasiotto, Charles Garfield and many, many others.

It turns out that the mind in personal achievement had already been studied in great depth by many people for many years. And guess what? The mind WAS the missing piece – the 4th element of fitness and fat loss success, as well as every other aspect of life success and personal achievement.

When I incorporated an entire module on goal setting and positive mind (subconscious) programming into my coaching and training programs, (and later as an entire chapter in my book), the results absolutely skyrocketed. More of my clients achieved their goals and achieved bigger goals than ever before, and many told me that they took these goal setting and mind-training skills into the other areas of their life and achieved great success there as well.

Even to this day I am convinced that focusing on the BIG FOUR – cardio training, strength training, mental training and nutrition – is a powerful and effective strategy. But although the success rate skyrockets when all of the BIG FOUR are in place, I noticed that there were STILL people who had access to training info, nutrition info AND the information about the subconscious mind and how to motivate themselves, who did not achieve their goals. Now THAT was really perplexing.

I also noticed that some people with these four elements as part of their routines achieved good results, while others achieved outstanding results. Never content with good, if there was the prospect for great, I wanted to know how to achieve it, AND I wanted to know how to help the group of people who still seemed to struggle, despite having the four elements in place.

I knew there had to be something else tangible that could take results from good to great, which would also help those who seemed to be doing everything else right, but were still struggling, and I wanted to do something to contribute to reversing the growing obesity epidemic.

I knew there was still something else missing. ***Could there be a 5th element?*** If so, what was it? So I started to think, research, and experiment once again.

I got many hunches and intuitions about what it was as I continued to train, coach and educate many more clients. The studying helped, but experience is the best teacher of all. Over time, it started to come into focus, but it took a while, because I had pieces of it, and was so close I could taste it, but could not quite put my finger on it or articulate it yet.

I had a concept on how to take an effective nutrition and training program to an even higher level. It was NOT with the latest whiz bang supplement or the latest research breakthrough in exercise methods. It was on a much more basic, personal and emotional level.

It took a long time. It wasn't until very recently that it became crystal clear as my career focus transitioned from personal training to personal coaching into internet coaching and publishing online. That was the career pathway I followed and along the road, I finally found the answer.

PERSONAL TRAINING

Many times I asked myself whether having a trainer was this missing key to taking fitness and fat loss success to a higher level. No doubt there are fantastic benefits of having a professional trainer. I began my career as many other fitness professionals did – as a personal trainer working in health clubs, helping people transform their bodies, one person at a time, one workout at a time.

Invariably, I noticed that those people who had good personal trainers had a very high success rate. There are lots of self motivated people who get outstanding results completely on their own, but I don't think there's any question that overall, most people who work with a good trainer not only get better results than those who don't, but often get better results by a large degree of magnitude.

Why is personal training so effective? Well, there is a great deal to be said for effective program design. A well designed program can beat the pants off a poorly designed program in terms of physical results, not to mention, it can help prevent injury (many exercise injuries are self-inflicted and could have been avoided). However, there was something else.

“THE DRILL SERGEANT EFFECT”

I am a big supporter of personal training. Personal training is extremely valuable for many reasons, but not the least of which is the exercise supervision, instruction, education and ***specialized knowledge*** you receive from a trainer. Having a personal trainer adds an element of discipline and ***accountability*** into the fitness equation.

When discipline is imposed externally and high expectations are set, things get done. There is also an ego factor involved, (or simply call it an extra “motivational factor”), that makes each and every one of us want to push harder when someone is

watching. This effect is even apparent with a training partner. It's even *more* powerful if there are real consequences, either emotional or physical, for not fulfilling the expectations. You could call it the "Drill sergeant" effect.

Speaking of military metaphors, is it any coincidence that "Boot camp" classes and group personal training are more popular than ever before? Do a Google search and see, or take a group class where you are NOT one on one with a trainer, but where you are with a group. Not only is your "drill sergeant" instructor watching you, but you also know that ***your peers in your group are also watching you***. What happens if you stop short or quit in front of everyone? Think about it. Does the prospect of pushing your self harder seem more likely? What are the emotional consequences of falling behind?

There *are* limitations of using *only* externally-imposed discipline. *Good* Personal trainers are worth their weight in gold. The "drill sergeant effect" is real. "The boot camp method" works, and now you know why. BUT, externally-imposed discipline is incomplete.

As we already discussed with the 4th element, what goes on inside your own mind is equally important. When you have BOTH—internal and external motivational forces acting upon you, the power of this thing multiplies. Some people call this LEVERAGE. Some people call it a "motivational propulsion system."

PERSONAL COACHING AND MENTORING

I was a personal trainer full time for about 6 or 7 years before I got involved in other endeavors such as managing health clubs, coaching and publishing on the Internet. One of my next endeavors was developing a 12-week personal coaching program which I delivered one on one either in person, or long distance through telephone and or email. This was not the same as personal training because I was coaching, consulting and mentoring without actually being out on the gym floor.

In the early years, before the internet, I met with my clients in person in the gym office. Some people came to me primarily for nutritional advice, with goals ranging from losing 75 pounds or more to getting ready for a bodybuilding or fitness competition or a 12 week transformation contest.

Why would someone get a coach and not a hands-on trainer? Well, have you ever heard the saying, "what gets measured gets done? Or "what gets tracked gets done?" It's a popular saying in business management circles.

Business owners have found that hiring and keeping good employees is hard enough, but getting them to perform with peak efficiency is even harder. What good managers have found is that personal productivity can be increased many times over by measuring and tracking anything and everything, sometimes to the degree of having employees use numerous checklists and even a diary of how they spend their time.

The owners, however, do not have to be there all the time, micromanaging every move, they simply need to have devices in place for measuring the results and output of their team and every team member knows they are "being watched" and "graded" on performance.

THE ACCOUNTABILITY FACTOR

The word for this of course, is **accountability** and accountability is a MASSIVE leverage factor in achieving any kind of success in life, whether in business or in a fitness or weight loss program. Could THIS be the 5th element?

Accountability was something I took very seriously and built into all my coaching programs heavily. Any accountability device I could use, I did use. When my clients knew they were going to be weighed and measured every week, they worked harder during the week in anticipation of the measurement day.

I created a 12 week progress chart that measured body weight, skinfold measurements, body fat percentage, lean body mass, lean body weight, fat body weight, waist measurement, and the change in each important measurement from week to week.

The progress chart was only one tool of many, yet it was held sacred. Seeing those numbers on paper was incredibly enlightening due to the way you could see progress in a linear fashion over time. Everything became tangible too. You could hold the piece of paper. It was your report card. It was real.

Sometimes we would even make graphs and pie charts to provide even more feedback and accountability. I always noticed how my clients never wanted to have a "blemish" on that weekly progress "report card." They almost always worked harder knowing this measuring, charting and tracking was going to happen.

My local coaching clients met with me in person where they would step on the scale and I took their body fat measurement with calipers and sometimes some body measurements. We then recorded these results on paper. Then we took a look at the progress for the previous week and talked about the results. Based on results, we would decide if any adjustments needed to be made.

Next, we set a weekly (7 day) goal for the upcoming week and we wrote that down on a copy of the progress chart in red ink – it was filled-in in advance as if it were already achieved. My clients would post this chart with the results up to date and the weekly goal on their refrigerator where they would have to look at it at least few times a day (more ways to measure, track and be accountable). Many of them also wrote a new goal card every week with their 12 week goal and their 1 week goal written on it.

It was highly effective. Not everyone completed the program – there were a few dropouts for various reasons, as you might expect. However, our success rate was nearly 100% for those who completed the program. Out of those who completed the 12 weeks, but did not reach their 12 week goal completely, every one of them DID get results. Some had a goal to lose 6% or even 8% body fat and only lost 4 or 5%, but we celebrated that as success.

What gets measured gets done, but what gets reinforced and rewarded gets repeated and I found that especially important if my clients came short of what they desired so they didn't lose heart. "Progress, not perfection" as we say.

In any case, the coaching programs were extremely effective, even though I wasn't actually personally training these clients. I was designing their programs, they went

off to do them on their own, and they simply had to be accountable to me for their activities and their results.

Here's something really interesting: On the occasions that people cancelled a meeting, I always probed and prodded into the reason why. I often heard a variety of reasons, many legit, many excuses, but one thing I noticed is that if someone had a bad week, they usually wanted to "dodge me" and cancel the meeting.

Like I said, they hated having a blemish on that chart and even worse, facing their coach in person without having results to show for the week's efforts. This is why I liked to stay in touch with them by phone and email throughout the week and confirm my appointments in advance. Yes, even more accountability and "keeping tabs" and this decreased cancellations and kept them on track during the week.

LONG DISTANCE COACHING

It was amazing to see how effective these 12 week coaching programs were even when working long distance with clients on the other side of the world. The same system was employed – the progress charting and so on, the only difference was my clients did not meet me in person, they had to meet with me by the phone or "virtually" by email or often, both ways.

Every Monday morning, my clients would email or fax me their progress chart and sometimes even their entire eating and training diary for the previous 7 days. This was a requirement, in order to raise accountability. Again, if they were held accountable and they knew I was going to be looking through their journal like a professor at a term paper, I knew they would be sticking with the program better.

Even without personal contact, the results were still quite incredible. So does this mean **personal coaching** is the secret? Is **accountability** the secret – is this the missing element?

Well, coaching is powerful and accountability through a coach is definitely a major factor in sticking with your program. The more accountable you can make yourself to yourself and to others, the greater your success rate will be. Furthermore, a wonderful benefit of having a coach is that any good coach will pull more out of you – more results, more potential, more success.

A good coach will help you see the potential in you that you didn't even know you had. A good coach will also push you to raise your standards and think bigger than you ever have before. After working with any truly effective coach, you will realize that you have been thinking too small and selling yourself short.

After exploring this concept in theory and in practice, I came to believe that expert coaching (or call it mentoring), and the accountability it came with, was definitely part of the 5th element, but I felt there was much more. I wondered how essential the coaching and mentoring was in creating accountability and I wanted to know **how else** – in addition to a coach – could you make yourself accountable?

Could you create and impose accountability on yourself, *or must it come from other people or the social and physical environment you immerse yourself in?*

PROTECTING YOUR ENVIRONMENT AND SURROUNDING YOURSELF WITH POSITIVITY

Hundreds, if not thousands of times, I have heard the same lament from my clients – they are “stuck” in a negative environment, which at least temporarily, they believe they cannot escape from.

They may be involved in negative relationships and although they have the power to change, they say they cannot change this very instant. They may be in a negative work environment and although they have the power to change, they say they have a mortgage to pay and hungry mouths to feed. They may be in a negative social environment, with their buddies from college who want to continue drinking, and they want to leave that lifestyle behind, but they’re fearful of losing their friends.

The truth is you have much more freedom to change and control your environment than you may realize. Even as you may have to stay temporarily in your present physical surroundings, you have a remarkable degree of control over WHO you spend time with, WHERE you spend time outside the home, and HOW you set up your home and office environment.

All of these can affect motivation and results to a tremendous degree. In fact, ***associating with negative people and places can be a direct cause of failure. Associating with positive people and places can be a direct cause of success.*** Could “environment” be the 5th element?

You must do everything in your power to make it an absolute law of your life not to allow negative people anywhere near you. Get out of negative relationships and associations like you would get out of a burning house. I am not kidding. Your mental energy is way too precious to squander on negative, pessimistic people. You must protect it.

Your exchanges with other people should leave you energized and charged up, not depressed and depleted. Psychic vampires will suck you dry if you let them. Get around people who are charged with positive energy, mentally and physically speaking. It will RUB OFF! Emotions and attitudes are contagious! Enthusiasm is contagious! Success is contagious! Unfortunately, so is negativity and failure.

People constantly ask me for ways to get motivated. This is a truly simple method – change your environment! And that includes changing what you read, what you watch on TV and WHO you hang out with. If you don’t think you have the capacity at the present moment to get away from certain negative people, then begin to make the preparations for your “escape” in the future, while at the same time beginning to ***seek out positive people and a new circle of friends.*** If you do not know where to find such people, continue reading and you will learn before the end of this report.

Surround yourself by and immerse yourself in a positive environment. No matter where you are now, you have control over a great deal of your surroundings even if it’s as simple as posting some motivational quotes, goals or posters in your office and reading some empowering books. You can change where you hang out and spend your time out of the office and out of your home.

You can change how much time you spend watching TV and which shows to choose to watch as well. Your television watching habits is an area you should hold under

close scrutiny. Many of the people who say they don't have time for exercise have a remarkable way of finding time for their favorite TV shows every day. I often tell my clients that the television is one of the most effective time-wasting, health-destroying and income-reducing devices ever invented. Don't ever forget that this is a major part of the environment you create by choice.

You can also change where you spend time on the internet too. There is positive and negative energy on the internet and there are positive and negative people on the internet. It's your choice how and where you spend your time.

"I have nothing to do with negative relationships. I stay away from negative influences. I have no time for negative thinkers and pessimists. Such people will suck you dry until you have become just as pessimistic as they are. Then you'll have not just one but two losers."

- **Arnold Schwarzenegger**

I can't remember who originally said this, or I would attribute this quote to him or her, but there's a saying that your income will be equal to the average of your 5 closest friends. I think that's usually pretty darn accurate. I also believe that your health is your greatest wealth, and the condition of your body will also be about equal to the average of your 5 closest friends. Guard yourself against negative people, environments and influences.

"People take on the nature and the habits and the power of thought of those with whom they associate with in a spirit of sympathy and harmony."

- *Napoleon Hill*

THE MASTER MIND PRINCIPLE

When you get a coach, your time is spent with another person in a mentor – client (or student) relationship. There is truly something powerful about mentorship from every angle you look at it. But there is more to it than a mere mentoring or teaching aspect. There is a certain magic and chemistry created when two or more people get together ***and this is a secret that has been passed down for centuries.***

I was truly blessed and fortunate that one of the very first personal development books I ever stumbled onto was a book by NAPOLEON HILL called THINK AND GROW RICH. Over the years I would hear the same story over and over again: "This book changed my life." Think and Grow Rich has created more millionaires and successes than perhaps any other book in history. In fact, many people claim it is the most important book ever written about living a rich life, outside of the Bible.

It was more than 20 years ago that I first read this book and since then I have read it at least 25 times. I usually reread it at least once every year and refer to it often. My first copy was a little mass market paperback, white with green and yellow letters

on the cover and I read it so often it completely fell apart. I bought another copy, and then an extra one for good measure, which I keep in my car or travel bags.

I remember the first time I ever read chapter 9 – The Master Mind Principle. It did not jump out at me as the most important part of the book. This no doubt, because for as long as I can remember, I have been fiercely independent with my highest value placed on personal freedom without dependence on others.

Although freedom and independence are values we all hold dear to various degrees and in different contexts, when it meant detaching from others and believing I could brave it and stick it out on my own, it turned out that I was only putting the brakes on my success. Imagine succeeding to a great degree, and moving forward even though you had your foot on the brake pedal. By releasing the break you literally BLAST OFF FULL SPEED AHEAD!

Going at it alone is like driving to your destination with one foot on the gas and one foot on the brake.

In forming a client-mentor relationship, or any kind of partnership, you are working with the master mind principle, although ***a master mind group in the form of social support from your peers*** can be quite different than an expert mentor (more about that shortly).

According to Hill, the master mind principle may be defined as:

"Coordination of knowledge and effort, in a spirit of harmony, between two or more people for the attainment of a definite purpose."

"A Master Mind is the harmonious alliance of two or more minds that create a friendly environment to gather, classify and organize new information for fast and effective implementation."

Napoleon Hill also continued and pointed out that a master mind alliance is not necessarily with ONE coach or mentor:

"Ally yourself with a group of as many people as you may need for the creation and carrying out of your plan or plans making use of the master mind principle."

Then Hill wrote the critical line:

"Compliance with this instruction is absolutely essential. Do not neglect it."

Hill said that before forming your master mind alliance, you must decide exactly what advantages and benefits you may offer the individual members of your group in return for their cooperation. Now, this is important – because a master mind is not just a one way mentoring or purely altruistic giving, *it is a circle of giving and receiving, receiving and giving*. Why? Because Hill said that no one will work or give forever without some type of compensation, although the compensation may not always be in the form of money.

"Maintain perfect harmony between yourself and every member of your master mind group" said Hill, "If you fail to carry out this instruction to the letter, you may expect to meet with failure. The master mind principle cannot obtain where perfect harmony does not prevail."

Hill wrote his book in the early part of the 20th century, and he wrote it based on studying the successes of more than 500 of the world's most successful men – tycoons, billionaires, inventors, geniuses. Rockefeller, Edison, Ford, Bell, Carnegie, Woolworth, Eastman, Wrigley. Men whose mere surnames reveal their monumental legacies.

However, Hill did not create this principle, *it is an ancient law which he discovered, and the wisdom of this law has been passed down from generation to generation for centuries.* When two or more people come together in harmony to achieve a specific purpose, something magical happens....

"If one can put a thousand to flight, then two can put ten thousand to flight"
- proverb

You can't do it alone.

Of course, we each have free will. No one else can ever make you do something you do not want to do. You are master and maker of your own decisions. No one can eat for you. No one can exercise for you. No one can work for you. NO ONE can transform your body for you.

In merging the concepts of intentionally using our God-given free will and personal responsibility with the necessity of forming master mind support groups, we can add to this maxim and this brings us closer and closer to defining THE FIFTH ELEMENT:

"YOU HAVE TO DO IT BY YOURSELF, BUT YOU CAN'T DO IT ALONE"

This is the brilliant paradox that can change your life. THIS is a *part* of the fifth element. Only you can change, but with a support team, a master mind group or a mentor behind you, holding you accountable, you can truly move heaven and earth...

Within the laws of our physical universe and our genetic constraints, THERE IS NOTHING YOU CAN'T ACHIEVE with a little help from your friends. NOTHING!

ACCOUNTABILITY AND SUPPORT WITHIN A MASTER MIND GROUP

If I had stopped inquiring years ago, I would have concluded that accountability from a coach or personal trainer is the key. In my own life, being the stubborn independent soul that I am, I might have only searched for ways to be accountable to myself. But it was only in my later years that I realized that I could not do it by myself and neither can you.

Maybe you will make some substantial progress completely by yourself. But it takes support from others to reach the highest heights. If you're succeeding alone right now, imagine what will happen when YOU take your foot off the brake. You need other people. We are independent, yet dependent. We are separate but interconnected. Why is loneliness so feared? What would it be like if you were truly, totally alone?

You MUST enlist the advantage of the experience, education, encouragement, native ability and imagination of other minds. No individual has enough experience, education, knowledge and ability to ensure great success without the cooperation of other people.

This is every bit as true in your personal weight loss endeavors as it is in business. Every business will grow to a point, then hit a ceiling of complexity where no further heights can be reached without building a team. Nor will you reach your maximum heights in your fitness quest without the support of others.

Often, master mind groups are purely like "think-tanks" in nature, where men and women bent on pure science and logic get together to share cold, hard facts and learn from other people's knowledge (OPK), other people's experience (OPE), and in business settings, often to make deals and benefit from other people's money (OPM). That is the business master mind group.

However, some master mind groups are designed not as think tanks, or business growth mechanisms, but as places for SOCIAL SUPPORT in a "pat on the back" and "you can do it" type of spirit. In the right group, you can even mix expert mentor support together with peer support which produces a master mind group as an EDUCATIONAL RESOURCE as well as a master mind group as an ACCOUNTABILITY and SUPPORT RESOURCE.

Now this is getting truly powerful, isn't it? We are almost there. We have almost pinned it down!

SOCIAL SUPPORT GROUPS

Could a social support group – ***a master mind group of peers***, really be the missing element that turbo-charges the effectiveness and success of all the others? I believe it could.

And, when you add in expert mentors along with social peer support, I truly believe that THIS could be the most powerful type of master mind group of all for the man or woman on the journey to lose weight and become more fit.

Let's look at what you have in *a weight loss social support master mind group*

- ✓ **Accountability**
- ✓ **Role models**
- ✓ **Positive environment**
- ✓ **Specialized knowledge (education)**
- ✓ **Support and "you can do it" encouragement**
- ✓ **Being mentored (half the circle)**
- ✓ **Teaching and sharing (which completes the circle)**

The benefits of each of these components we have already discussed or at least mentioned in passing. Are you beginning to see the power in this?

Also, take note of the last one on the list. When we succeed, a deep emotional need arises in each one of us to share what we have learned. It's hard wired into us as human beings because although there is evil in the world, people are inherently good.

A social community allows you to do both – to succeed with the help of others, and then become a beacon of hope for others by sharing your success, or perhaps even becoming a coach, mentor or teacher yourself. This creates a ***social circle of support***

Even if you do not formally become a mentor, you are influencing and mentoring simply by example. Being a role model and having a role model is perhaps the most powerful method of mentoring of all. I believe it was Emerson who wrote, "*What you are speaks so loudly I cannot hear what you are saying.*"

Stated differently, actions and results speak louder than words. You don't have to say a thing to be a role model. If you have become fit already, you may be someone else's role model and not even know it yet.

And now, I believe we have come to the answer. I believe we have uncovered the FIFTH ELEMENT...

THE FIFTH ELEMENT IS GETTING INTO A SOCIAL SUPPORT CIRCLE INCLUDING PEERS AND EXPERT MENTORS

A social circle of support embodies all the principles we have discussed – mentoring, the master mind, accountability, protecting your environment, obtaining specialized knowledge and then having a place to give back, teach, share and be a role model, which completes the circle.

There are MANY forms this support can come in, but I believe we have come upon an age of technology where **the Internet allows us to create a circle of support that has never existed before in all of history – an online master mind circle of support might be one of the most powerful forms of support of all.**

Several research studies since 2001 have shown that online weight loss programs were successful while conventional diet programs have continued to fail.

A study at Brown University and published in the prestigious Journal Of The American Medical Association said, "The Internet appears to be a good way to deliver structured behavioral weight loss programs..."

"Logging on more frequently was associated with better weight loss" said lead researcher Deborah Tate, assistant professor of psychiatry and human behavior in the Medical School.

"It is especially important to look for new methods to help people with weight loss given that more than 64 percent of U.S. adults are overweight or obese" said Tate.

"There are a lot of people who do not choose to attend face-to-face programs for any number of reasons, from embarrassment to schedule constraints. The Internet appears to provide people with an alternative."

It's true. The Internet combines the ability to provide written information with the opportunity to interact through e-mail, forums or chat rooms. It's also convenient because you can also visit the Web on your own schedule.

Prior to these Internet studies, there had also been a substantial amount of research done, proving that face to face social support can help in your weight loss efforts. We now have the proof that this support can be successfully provided over the Internet.

For the last year, I have been quietly working on creating a "circle of social support" on the Internet. After spending time inside this recently completed support group, I have seen with my own eyes an amazing dynamic created, which is nothing short of inspiring, motivating and uplifting.

Considering it is happening on computers, it's a surprisingly close and personal interaction, and there are benefits that even an in-person master mind group cannot provide. You cannot gather the experience, knowledge and motivation provided by men and women from over 135 countries together in a physical room very easily. But you can in an online community.

This is not to discount the in-person master mind group in any way. In fact, if you got involved in BOTH types of mentorship and master mind support groups – Internet and in person - I believe that would be even better still.

I now believe that the most powerful social support comes from both experts and peers, so I created my Inner Circle to include both. You need the specialized knowledge of a coach, trainer or mentor, and you need the social support of your peers.

When I say peers, I do not necessarily mean your family and current set of friends, because either of them may be for, against or indifferent about your endeavors. However, if you have supportive friends and family, by all means announce your goals and intentions to them, enlist their support as much as possible and include them in your fitness journey. Some people say that spouse and family support was the single most important part of their support circle.

At the same time, people who are just like you, on the same path, feeling the same things and experiencing the same things can be an important part of your support system. You don't have to limit your support circle to one source. Remember what Napoleon Hill said: "Ally yourself with a group of as many people as you may need."

Here's what one of the members of our Burn The Fat Inner Circle online fat loss support community recently posted after just three days inside the inner circle:

"That is what makes these communities so great! Here we can share our story with so many like-minded folks from all over the world. I don't know about you, but in my work, neighborhood, and other places I go, I'm alone in my fat burning.

One cannot do this alone, it takes a lot of support. I have that from friends and family, but they have not been there nor done it. They can support me but they cannot sympathize. Here, people can. THAT is what will make this community.

- Rob, burned 100 lbs of fat

It was with this realization that **peer support** is as important as **expert coaching, mentoring or training**, that my vision was born. My vision and dream and mission is to create this online support community, bringing together myself, other expert mentors AND a huge, international like-minded group of peers with a common goal, into one tightly knit Internet community – THE BURN THE FAT INNER CIRCLE.

Furthermore, it is my mission for our community to have a major role in helping to reverse the trend in obesity by the end of the decade. There is no easy way to completely stamp out obesity – there are too many factors and too many individuals that must take responsibility for themselves before that can happen. However, I know that *together*, we can make enough of a difference to halt the trends and reverse the direction.

You do NOT have to join an Internet membership site to take advantage of social support and the master mind principle. Obesity affects people of every socioeconomic level. For people who are not in a position to take advantage of membership-based online social support yet, they do not have to feel left out.

There are many forums and message boards on the internet that are completely free, and I have seen people who don't even have their own computer simply go to their local public library and log on to take advantage of this new type of 21st century support.

With what you've learned in this report alone, you already have much of the knowledge you need to make changes and improve yourself. Think about how you could apply all the principles you learned: Social support, accountability, mentoring, coaching, training, master minding, getting a role model, obtaining specialized knowledge and controlling your environment. The possibilities are endless.

I also invite you to visit our group online and to consider joining us in our ***Burn The Fat Inner Circle*** fat loss support community.

You can find us at [Burn The Fat Inner Circle](#)

All geographic boundaries have been erased with the power of Internet technology, and you can now master mind with both your peers as well as expert mentors from all over the world.

This concept is truly powerful... a social circle of support – in whichever way you can most easily and usefully obtain it - is the fifth element of fitness success... even

better still if the support includes your family or peers in addition to expert mentors. This is the missing piece of the fitness and fat loss puzzle.

Now that you understand this concept and you have the resources you need right at your fingertips, there's nothing left to stop you from achieving the health and body of your dreams except you and a decision only you can make... the decision to take action.

Very sincerely,

Tom Venuto
Founder and CEO, [Burn The Fat Inner Circle](#)

"Don't join an easy crowd, join a successful crowd where the expectations are high and the payoff is great."

- Mr. Jim Rohn, Success Philosopher