

Diets ARE FATTENING

Introduction:

The Case Against Diets: Diets Breed Rebellion

Despite the exponential increase in dollars spent on diets in the United States, we are fatter than ever.

Did you get that?

The more we spend on diets the fatter we become.

Hmmm.

Can we draw any conclusions from this?

Perhaps diets don't make us thin – perhaps they make us fat...

Oh!

But I can hear you saying, “How can the diet industry be held responsible for the increase in obesity?”

Well, I will show you how— that is the purpose of this book. Give me a chance to explain it to you. The payoff for understanding this is HUGE.

I want you to understand that the diet industry isn't motivated to make you thin. The diet industry is motivated to make *your wallet thin*.

That's right. Weight Watchers, Nutrisystem, 100 calorie snack packs, Diet Coke, Jenny Craig, Phen Phen and the Biggest Loser TV show are all motivated by the same factors that motivate BMW, Starbucks, and Bloomingdales.

They all want to make money!

There is nothing wrong with that. People usually do go into business to make money. And they all use advertising to convince us that we “need” their products.

Starbucks convinces you that a tall mocha is worth \$3.25, BMW makes you feel a need for their expensive cars, and Apple persuades you that their phone is worth the extra cost.

The diet industry uses advertising for the same purpose: to create a “need” for their products. And they spend BILLIONS of dollars every year to train you that you “need” to diet.

And we follow like sheep.

But think logically!

How many people in your life have lost weight permanently through dieting? How many of those newly-thin celebrities stay thin? How many diets have you been on?

And if dieting works, then why aren't you thin?

In order to stop you from “connecting these dots,” propaganda from the diet industry is absolutely relentless. I don't need to tell you how many diet ads are on TV, in magazines, and on the Internet.

And these messages are reinforced by what you see in your grocery store: packaging for foods is all about “nutrition,” and serving sizes, and calories, and “light this,” and “low fat” that. And, adding to the power of diet propaganda is the power of our culture to make fat people feel like absolutely inadequate, undisciplined losers.

So you have the guilt-ridden fat person looking for a savior. “Please, someone help me with my fatness. I am clearly a failure...”

This is an incredibly vulnerable place to be: fat, desperate, and looking for help.

And the diet industry loves that! Because when you are desperate, you don't think logically:

“I am going on a diet Monday. It is a brand new diet developed by a popular company with mega-celebrity spokespeople and it takes all the guesswork out of what I should eat. It tells me exactly what to do and when. They deliver food to my door and, yes, I know it is kind of expensive, but I don't have to go to the grocery store and walk by all the other food. All I have to do is stick with it. And then I will get thin...”

Dieters: I love you. You are so optimistic and strong. But stick with me and I will show you how your good intentions and strength are being wasted on a formula that DOES NOT WORK.

I am *not* telling you to be fat for the rest of your life. I am trying to show you the way to achieve your dream of being your ideal weight.

This book isn't for everyone:

-If you want to drop weight quickly, for a specific event, this book isn't for you.

-If you enjoy having so-called "experts" orchestrate every bite you eat, and every moment you exercise, this book isn't for you.

-If you still have yourself convinced that the meal replacement shake you eat for lunch is just as good as a meal, this book isn't for you.

-If you want to read (yet another) book by an acclaimed national expert, this book isn't for you.

-If you don't mind dieting for the rest of your life, this book isn't for you.

However, if you are mentally healthy, successful in many areas of your life, and just haven't figured out why you can't control your weight, I think I can help you.

I am glad you are still reading--

I have read more diet books than I care to mention, and I dieted for 20 years of my life. In addition, I worked as a manager for a Nutrisystem franchise, I taught aerobics and step aerobics for 15 years, and worked as a spinning instructor and personal trainer as well.

I have met incredibly successful people who look at me, and because I am "thin," ask me for advice. They are impressed by my ability to be thin, because that is something they have not been able to "achieve."

I want to explain to them, like I want to explain to you, that the answers you are looking for are within you. Stop listening to all the diet gurus and start listening to yourself!

But to convince you of the wisdom of this approach I need more than just a sound byte. I have tried to share my thoughts at cocktail parties. It doesn't work.

But I think I can do it in a book.

This book is written out of love and empathy for my fellow dieters who have sacrificed so much in an effort to be thin. You have missed parties, forgone birthday cake, eaten freeze-dried food, and denied yourself the foods you love. You have felt weak with hunger before an important meeting at work, you have starved yourself for a week to fit into a dress, and you have over-exercised and under-eaten to get ready for summer swimwear.

And yet here you are, trying to figure out what new approach you can try now, to lose weight. What is the latest, greatest diet plan that you can begin tomorrow? And what program will you start in earnest on Monday, only to find out, in a couple of years, that the diet actually wasn't so healthful for you after all? Atkins is good. Atkins is bad. Oops no, Atkins is good. Don't eat meat. Eat lots of meat. Don't eat fat. Eat fat, but no carbs. It's like rolling the diet dice. And it's all a bunch of – you know what.

I am hopeful that if you are frustrated enough with diets to begin this book, then you are ready to take an honest look at food, and what dieting has done to your relationship with food. [Hint: it has completely distorted it.]

And that is the perspective that will change your life.

But, again, this is more than I can explain at a cocktail party. So I wrote this book.

I know I am not the first person to realize that diets make you fat. A turning point for me was when I heard about a wrestling coach who was trying to beef up his wrestlers. The accepted way to do this was to put the kids on a diet because after they lost weight, they always gained back more! BINGO!

But I do hope that I can communicate better than others who have written about why diets actually make you fat, not thin. I know I have to cut through all the thousands of hours of diet propaganda that you have absorbed.

It is a huge task: But I think I am up for it. And I hope that you are up for it too.

Please read on ...

I want to get up in the morning and eat something I really like. I want to make exercise pleasant and smart, not miserable and counter-productive. I want to eat cake at birthday parties. I want to eat at McDonald's and Wendy's and Arby's and Subway and at fancy restaurants, and little dives. I don't want to carry dressing in my purse. I want to put real sugar in my coffee, not some nasty tasting pseudo-sweet chemical concoction.

I want to be like my tiny grandmother who ate what she liked, had a thin body, and lived to be 86.

How about you?

What does this freedom require?

It requires some knowledge, some faith in yourself, and a long-term perspective, not a quick fix mentality.

If you are still reading, I believe that I can help you.

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