Why You’re Doing It

- It’s for your overall health
- It’s for your overall wealth
- It’s for your mental state
- It’s for your confidence
- It’s for your overall happiness
- It’s for your kids
- It’s for your looks
- It’s for your spirit

More Energy

- Play with your kids
- Long walks with your dog (or loved ones)
- Increased stamina for longer workouts
- Improved daily performance
- Doing more in your everyday life
- Better sleep

Physical Health

- Reduced risks for heart disease
- Reduced risks for type 2 diabetes
- Reduced risk of high blood pressure
- Reduced risk of stroke
- Reduced risk of cancers
- Reduced risk of osteoarthritis
- Reduced risk of gallbladder disease and gallstones
- Reduced risk of gout
- Reduced risks of respiratory problems (sleep apnea and asthma)
- No joint pain
- Fewer aches and pains
- Improved mobility
- Relieve back pain
- Less allergies
Less colds and illness
Improved immune system
Reduced risk for premature death

Mental Health

Improved body image
Boost your mood
Self-confidence
Welcome back your self-esteem
You will be more social
You can enjoy a greater quality of life
Relief in symptoms of depression and anxiety
More control over eating habits makes you feel better about yourself
Pride in achieving something so great for yourself

Sex Drive

Boost passion and sex drive
You’ll find yourself feeling more adventurous in the bedroom
Regain your lust for life, love, and your partner
Feel better about your body leading to increased desire for sex

New and Better Wardrobe

You’ll have the confidence to wear anything you want
You won’t need to worry about finding your style in the right size
You get to show off
You’ll spend less money replacing sweat stained clothing
- **Improved Memory**
  - You won’t miss a meeting
  - You won’t forget a birthday
  - You’ll never be late again
  - You’ll finish crosswords in record time
  - You’ll be happier

- **Smart Choices**
  - Turning down junk food will become simple
  - You will feel empowered by your ability to make the right diet choices
  - This will keep you on course

- **More Adventure**
  - You will be more adventurous in the kitchen, excited to try new things
  - You will be more adventurous in the bedroom
  - You will be more adventurous in everyday life

- **Better Organization**
  - Losing weight takes planning and your new found organization skills will seep into the rest of your life
  - You will become a more efficient person all around

- **Less Prescriptions**
  - Reduce the symptoms of current conditions you may have
  - The need for medication will drop steeply
  - Reduced medical costs due to less medications, and less need for care
Brain Health

- You will experience improved cognitive skills
- You will be able to form memories more efficiently
- You can study and learn more effectively
- You will have better recall
- Your work performance will improve

Reduced Stress

- Your mood will improve
- You will find yourself feeling more laid back
- You will have the ability to cope better with stressful situations
- Improved work performance

Appetite Reduction

- Eat less
- Gain control over hunger
- More control over your eating habits
- Feeling fuller for longer by choosing the right types of food
- Feeling more motivated to exercise as a result

Less Sweat

- Carrying extra weight creates additional sweat
- No sweat stains on your clothing
- Reduced body odor
- **Improved Medical Procedures**
  - Extra fat makes medical procedures more difficult
  - Extra fat makes medical procedures more common
  - Easier intubation
  - Reduced risk of hernia
  - Reduced recovery time
  - Reduce risk of infection
  - Reduced risk of complications following surgery

- **Alcohol Tolerance Drops**
  - Spending less money
  - Waking up hangover free
  - No regrets

- **Save Money**
  - Overweight individuals make 2.5% less than their thinner peers
  - Cooking at home more means spending less when you’re out

- **Honed Planning Skills**
  - You have to plan what you are going to do to lose weight
  - You have to decide when you’re going to do it
  - You need to know how to plan to achieve your goal

- **You Will Live a Longer and Healthier Life**
  - No explanation necessary